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**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Cancellation of Regular Meeting  
for**

**Monday, June 16, 2003, 5:30 PM  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Daniel Murphy, Cesar Perez, Linton Stables, Dan Weaver  
(2 Vacancies)

**The Planning & Marketing Committee (PMC)** [formerly the Service, Design and Marketing Committee (SDMC)] **will not hold its regular scheduled meeting, Monday June 16, 2003 at 5:30PM. No agenda for this meeting was posted and distributed in advance.**

Please contact Vincent Dunlap (Council Secretary) at (415) 554-6873 should you have any questions.

**Notes:**

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Members of the Citizens' Advisory Council who are not members of the OCSC may attend Committee meeting. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. The full Council must ratify all Committee action.

The MTA CAC may be contacted as follows:  
Municipal Transportation Agency, Citizens' Advisory Council



401 VAN NESS AVENUE-Room 334 -SAN FRANCISCO-CA. 94102-4524  
(415) 554-6873 FAX (415) 554-4103



### **Disability Access**

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The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni bus line nearest the meeting location is the 47 Van Ness. The closest MUNI Metro stop is the Van Ness Muni Station, where one can transfer to a 47 Van Ness bus. For more information about Muni accessible services, call (415) 923-6142.

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**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for**

**Monday, July 21, 2003, 5:30 PM**

**401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

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Daniel Murphy, Cesar Perez, Linton Stables, Dan Weaver  
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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, July 21, 2003 at 5:30p.m.**  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	5:30
2.	<b>Review and Adopt Service Design and Marketing Committee (SDMC) Minutes of October 21 and November 18, 2002</b> (Discussion/Action)	5:35
3.	<b>Public Comment</b>	5:40
4.	<b>Report of the Chair</b> (Discussion/Action)	5:45
5.	<b>Rail Line Service Designation for Third Street Light Rail</b> (Discussion/Action) Peter Straus (Manager, Service Planning)	5:50
6.	<b>Review of San Francisco Municipal Railway FY2004-FY2023 Short Range Transit Plan (SRTP)</b>  (Note: Committee Members are reminded to bring previously distributed copy of draft SRTP for public review dated July 1, 2003)	6:10
7.	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:40
8.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) (Discussion/ Action) Next regular meeting tentatively scheduled for August 18, 2003, 401 Van Ness, Room 334 (Conference Room 335), 5:30 p.m.	6:45
9.	<b>Adjournment</b>	7:00

Attachments:

Agenda Item 2 - Draft SDMC Minutes, October 21 and November 18, 2002





**Municipal Transportation Agency  
Citizens' Advisory Council  
City and County of San Francisco**

**Planning & Marketing Committee (PMC)**

**FINAL MINUTES**

**of**

**Regular Meeting**

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Monday, July 21, 2003 at 5:30pm  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA

1. **Call to Order/Roll Call** (Agenda Item 1). Bruce Oka (Chair) called the meeting to order at 5:30 p.m.

**Committee Members Present:** Bruce Oka (Chair), Ellen Hayes, Norman Rolfe.  
**Committee Members Absent:** Nia Crowder, Dorris Vincent.  
**Council Members Present:** Daniel Murphy, Steve Ferrario  
**Muni Staff Present:** Peter Straus (Manager, Service Planning),  
Vincent Dunlap (Secretary, MTA CAC)

2. **Review and Adopt Service Design and Marketing Committee (SDMC) Minutes of October 21 and November 18, 2002** (Agenda Item 2 - Discussion/Action). Ms. Hayes moved the following motion, which was seconded by Mr. Rolfe:

**Motion: The PMC adopt Service Design and Marketing Committee (SDMC) Minutes of October 21 and November 18, 2002.**

**The motion passed.**

(Bruce Oka, Ellen Hayes, Norman Rolfe voted **yes**; Nia Crowder, Dorris Vincent **absent**).

3. **Public Comment** (Agenda Item 3). The Chair noted that no members of the public were present and no public comment was given.

4. **Report of the Chair** (Agenda Item 4 - Discussion/Action). The Chair extended his thanks for being allowed to serve as Committee Chair.

5. **Rail Line Service Designation for Third Street Light Rail** (Agenda Item 5 - Discussion/Action). Ms. Hayes stated that she had attended a meeting of the Bayview Hunter Point Land Use Planning and Transportation Committee. During the meeting the subject concerning rail line service designation for the Third Street Light Rail was discussed. She stated that a Mr. Ron Mitchell informed attendees at the meeting that Muni was considering extending the M-Line along the Third Street Light





Rail. Ms. Hayes commented that attendees of the meeting strongly voiced their disapproval regarding extending the M-Line along the Third Street Light Rail Line. The opinion of attendees was that the Third Street Light Rail service line should have a unique call name representative of the Bayview Hunter Point area. Ms. Hayes stated that Muni's Short Range Transit Plan (S RTP) identified connecting the J-Church Line to the new Third Street Light Rail Line. Ms. Hayes requested clarification as to the actual service plan proposed for the Third Street Light Rail Line.

Peter Straus (Manager, Service Planning) explained that from the project's conception, and as discussed during prior meeting with residents of the Community who reside along Third Street, it was always clear that during the Initial Operating Segment (IOS) the Third Street service would be routed with one of the existing lines. He commented that the Third Street Community very strongly voiced their opinion in support of the existing service line proposal thereby facilitating the connection of the Bayview Community via the Third Street Line with the rest of the system – Third Street would be part of the system. Mr. Straus expressed his surprise that Mr. Mitchell stated that the M-Line was being considered in that no discussion of extending the M-L along the Third Street Light Rail Line had occurred.

Mr. Straus stated that the planning and environmental documents always referred to the planned J-Line service extension along the Third Street Line. He stated that the J-Line service proposal is being revisited and other recommendations might be made. He explained that when the Central Subway (Phase II) becomes operational the Third Street Line would become a completely new line, would be separate from any existing lines, and have a different letter designation. Mr. Straus expressed the opinion that it does not make sense to simply call the line the J-Church as it operates the length of Third Street and the obvious solution in the first phase would be to still use the letter J and change the designation sign to something similar to "Third & Church". He explained that the designation "Third &" could also be used should another existing service line proposal is made.

Ms. Hayes commented that there is no opposition to the "Third &" connection because it would be good to have that link with another existing line, but the concern is that the Third Street segment has its own identity. Ms. Hayes asked that since the line would traverse Third Street from Visitacion Valley up to Market Street during Phase I of the project and then from Market into the Chinatown area, would Muni be opposed to receiving input from the Community regarding the designation/call name? Mr. Straus stated that the Market to Chinatown segment is a part of Phase II and there is no opposition to the line having a separate letter designation (call sign) at that time.

Ms. Hayes inquired as to why a completely separate letter designation/call name had to be delayed until Phase II. Mr. Straus explained that in Phase I the Third Street Light Rail Project is not a separate line and expressed the opinion that to re-letter



one of the existing lines would just create confusions in the continuity of J, K, L, N, and M-Line operations and route awareness. A discussion on how rail lines terminate and related terminus issue regarding Phase I of the Central Subway Project (Third Street Light Rail) occurred. Mr. Straus stated that when Phase II is constructed the terminus issue would be resolved.

Mr. Ferrario expressed the opinion that the Third Street Line should have a separate letter designation because passengers would become confused about service routes when the change from the ISO (Phase I) [Third Street Light Rail] to the completed Central Subway (Phase II) materializes. As an example he sighted the confusion that arose from the initial service on the CalTrain extension that had been designated as the E-Line and patrons not understanding the route change associated with traveling through on the N-Line. Also, he expressed concern that customers would expect the existing service to continue and a separate letter designation would ease the potential re-routing education. Mr. Ferrario stated that an important side benefit is that the Community acquires a line of its own which is really important for community development. He advised Mr. Straus that the Third Street Light Rail service designation as it relates to the Bayview Hunter Point Community is an important issue that could involve a Board of Supervisors decision should the concerns of the Bayview Hunter Point residents are not entirely considered. **Mr. Ferrario suggested that when the light rail vehicle arrives at the Embarcadero Metro Station, automatically a change in the vehicles' designation signage should be made. He also suggested that when the Central Subway (Phase II) becomes operational signage should be posted that notifies passengers of the route change.**

Mr. Murphy expressed concern as to what point downtown would the designation occur for an inbound train. Mr. Ferrario commented that the absolute same occurrence happens on the K-Line to Mission Bay for ballgames. He commented that patrons understand that the special run of the K-Line to Mission Bay is just during ballgames at PacBell Park. He explained that by making the change at Embarcadero there is no interference with the J-Line service. He also commented that from an operational standpoint inbound is always to Embarcadero and less confusions occurs.

Mr. Ferrario pointed out that the J-Line is a single car line and the requirement for double cars along the Third Street corridor might be needed sooner than expected.

Mr. Murphy stated that both solutions involve a certain amount of passenger confusion either at the Phase I to Phase II point or at the beginning of the Phase I (IOS). He commented that quite possibly a third approach that defines some way to dual letter the line for a while could be considered. **Mr. Rolfe suggested that possibly the designation should be a dual designation, i.e., the J/T or T/J depending the direction of travel.**

Mr. Oka commented that Muni should consider the Neighborhood's concerns before finalizing any line service plans.

**Mr. Rolfe suggested that Light Rail Vehicles (LRVs) traveling from Third Street exit the subway at some point and a turn back point is used without delaying existing line service.**

**Mr. Ferrario suggested that the S-Shuttle to Castro be deactivated and put the Third Street LRVs on that line.** Mr. Straus stated that a frequency problem arises concerning run times for which the Third Street Line could not meet and operator recovery time becomes difficult.

Mr. Murphy commented that once a rider boards a LRV in the subway, riders have little if no concern of the vehicle's designation except as it pertains to where the vehicle is going. He suggested that the letter designation and call name for the lines change occur at whatever point the LRV entered the subway, i.e., J-Church at Embarcadero (Outbound)/Third Street at Van Ness (Inbound), which would provide a "T" lettering always along Third Street. Mr. Murphy also commented that operational flexibility based on service demands could be achieved with a separate letter (call sign) and designation. Mr. Murphy drafted the following motion, which was moved by Ms. Hayes and seconded by Mr. Rolfe:

**Motion: The MTA CAC recommends that the Third Street Light Rail Line have its own letter designation made after seeking community input, structured in such a way that within the Metro Subway inbound passengers board a Third Street designated line and outbound passengers board a line designated with the letter of the connecting line.**

**The motion passed.**

(Bruce Oka, Ellen Hayes, Norman Rolfe voted **yes**; Nia Crowder, Dorris Vincent **absent**).

**Ms. Hayes suggested that the Third Street Light Rail Line service designation (call sign/letter designation) be designated as the letter "H" for Hunter Point until community input is received.**

Mr. Murphy, Mr. Ferrario and Mr. Rolfe departed. The Chair indicated that the Committee would recess until Mr. Rolfe returned. The Committee recessed due to lack of maintaining a quorum at 6:38pm.

Mr. Rolfe returned and the Committee reconvened at 6:40pm.

**6. Review of San Francisco Municipal Railway FY2004-FY2023 Short Range Transit Plan (SRTP)** (Agenda Item 6 – Discussion/Action). Mr. Oka requested that Committee provide comment and suggestions concerning the SRTP.



**Mr. Rolfe suggested that under the Route Electrification Study, Page 81, Figure 38 (Route Electrification Program), the 47-Van Ness should be at a higher priority for trolley bus electrification than the year 2018.** He commented that more than half the line is electrified and the electrification of the 47-Van Ness would involve less work (less wiring) as oppose to some of the other projects that have an earlier program date.

Mr. Rolfe commented that a third Cable Car Line was discussed in the 1980's - instituting a California and Hyde Cable Car Line. He stated that work had actual been done on the project. **He suggested that a California and Hyde Cable Car Line should be considered as an addition to the Cable Car Expansion, Page 72.**

**Ms. Hayes suggested that the Committee's recommendation to the Council that the Third Street Light Rail Line have its own letter designation made after seeking community input, structured in such a way that within the Metro Subway inbound passengers board a Third Street designated line and outbound passengers board a line designated with the letter of the connecting line be appropriately incorporated into the SRTP.**

Mr. Rolfe referred to Page 57, Figures 24 and 25 – Fleet Rehabilitation. He commented that the LRV rehabilitation cycle in Figure 25 is every five years and the rehabilitation cycle for buses is a greater interval. In comparing Figure 24 and 25, he noted that the LRVs' have a much longer useful life than the buses and commented that it would appear that the LRVs would have a longer time between rehabilitation.

Mr. Rolfe referred to Page 74 - New Vehicle Types, Page 74, specifically the use of double-deck buses as an alternative to articulated buses for high-capacity vehicles. He commented that accessibility and safety issues could arise from the use of double-deck buses. **He suggested that Muni not consider using double-deck buses.**

Mr. Rolfe referred to Pages 84 and 85 - Bus Rapid Transit (BRT) Program. **He suggested that the plans concerning the Geary BRT should specifically state that the Geary BRT be designed and built such that it could be converted to Light Rail Transit (LRT) in the future.**

Ms. Hayes referred to Page 21 - Project Status. **She suggested that a correction regarding the last sentence should be made regarding "Muni maintaining a project office in the neighborhood for community liaison activities as well as assistance to local and minority contractors."** She commented that she recalled from previous meetings with Muni staff that the project office would not be opened in Bayview. **Ms. Hayes suggested that the location of the project office should be indicated or the statement should be deleted.**

Ms. Hayes referred to the third paragraph of Page 21 - Operating Plan. She suggested that the sentence "Before the final service changes are determined, the planned service changes will be presented to the public, **reviewed by the Bayview Hunter Point Project Area Committee (PAC)**, and presented to the public and the MTA Board for approval.

Ms. Hayes referred to the second paragraph of Page 48 - Public Outreach. **She suggested that the following sentence be added, "Public Outreach also include representation by members of the Municipal Transportation Citizens' Advisory Council from each District in San Francisco.**

Ms. Hayes referred to Page 77 - Infrastructure Program. She commented that since the SRTP is a short-range plan for 2004-2023, capital funding for infrastructure improvement on the Bayview 's Point Naval Shipyard is also included in the SRTP. **Mr. Rolfe suggested that a statement should be added that Muni should coordinate with Redevelopment and City Planning Agencies regarding extending transit line service into the Bayview 's Point Naval Shipyard.**

Ms. Hayes moved the following motion, which was seconded by Mr. Rolfe:

**Motion: The changes as discussed are incorporated into the San Francisco Municipal Railway FY2004-FY2023 Short Range Transit Plan.**

**The motion passed.**

(Bruce Oka, Ellen Hayes, Norman Rolfe voted **yes**; Nia Crowder, Dorris Vincent **absent**).

**7. Committee Members' Questions/Information Request** (Discussion/ Action - Agenda Item 7). The Chair stated that the Secretary would submitted the following question as a request for information on the Committee's behalf:

Ms. Hayes - Referenced the Public Review Draft of the FY2004-FY2023 Short Range Transit Plan (July 1, 2003), Page 45, TransitSafe. She asked, "How would the data collected through this tool lead to remedial action/correct problems.

**8. Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar** (Discussion/Action - Agenda Item 8). The Chair indicated that the Committee's next regular meeting would be held on August 18, 2003 at 5:30pm at 401 Van Ness, Room 334. The Chair also indicated that Committee Members should contact him regarding future agenda items.

**9. Adjournment.** The meeting adjourned at 7:09pm.





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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, August 18, 2003 at 5:30p.m.**  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	5:30
2.	<b>Adopt PMC Minutes of July 21, 2003 [Attachment]</b> (Discussion/Action)	5:35
3.	<b>Public Comment</b>	5:40
4.	<b>Report of the Chair</b>	5:45
5.	<b>Public Information Campaign</b> (Discussion/Action) Marc Caposino (Marketing Director, Community and Public Relations [Muni])	5:50
6.	<b>27 – Bryant Service Line Reroute Proposal [Attachment]</b> (Discussion/Action) Ronald Mitchell (Joint Labor Management Board [JLMB]) Peter Straus (Manager, Service Planning, Muni)	6:05
7.	<b>18 - 46<sup>th</sup> Avenue and 54 - Felton Service Lines Official Detours</b> (Discussion/Action) Peter Straus (Manager, Service Planning [Muni])	6:20
8.	<b>29 - Sunset and 82X - Presidio &amp; Wharves Express Route Service Lines Changes</b> (Discussion/Action) Peter Straus (Manager, Service Planning [Muni])	6:35
9.	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:40
10.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) Next regular meeting tentatively scheduled for September 15, 2003, 401 Van Ness, Room 334 (Conference Room 335), 5:30 p.m.	6:45
11.	<b>Adjournment</b>	6:50

Attachments:

Agenda Item 2 - Draft PMC Minutes, July 21, 2003

Agenda Item 6 – Muni Service Planning letter of February 25, 2003





**Municipal Transportation Agency  
Citizens' Advisory Council  
City and County of San Francisco**

**Planning & Marketing Committee (PMC)**

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**FINAL MINUTES  
of  
Regular Meeting**

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Monday, August 18, 2003 at 5:30pm  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA

0.34  
8/03  
1. **Call to Order/Roll Call** (Agenda Item 1). The Secretary announced that at the time the meeting was to be called to order, 5:30pm, a quorum had not been established.

**Committee Members Present:** Bruce Oka (Chair), Norman Rolfe.

**Committee Members Absent:** Nia Crowder, Ellen Hayes.

The Chair requested that Marc Caposino (Marketing Director, Community and Public Relations) provide Committee Members an informal informational briefing regarding Agenda Item 5 – Public Information Campaign.

**A quorum was established with the arrival of Dorris Vincent and the Chair called the meeting to order at 6:03pm.**

**Committee Members Present:** Bruce Oka (Chair), Norman Rolfe, Dorris Vincent.

**Committee Members Absent:** Nia Crowder, Ellen Hayes.

**Muni Staff Present:** Marc Caposino (Marketing Director, Community and Public Relations), Peter Straus (Manager, Service Planning), Ronald Mitchell (Joint Labor Management Board [JLMB]), Vincent Dunlap (Secretary, MTA CAC)

2. **Public Information Campaign** (Agenda Item 5 - Discussion/Action). Mr. Caposino continued the presentation that began prior to the meeting being called to order. Committee Members viewed a videotape of Muni television ads.

3. **Adopt PMC Minutes of July 21, 2003** (Agenda Item 2 – Discussion/Action).

**Mr. Rolfe moved the following motion, which was seconded by Ms. Vincent:**  
**Motion: The PMC adopts Minutes of July 21, 2003.**





**The motion passed.**

(Bruce Oka, Norman Rolfe, Dorris Vincent voted **yes**; Nia Crowder, Ellen Hayes **absent**).

4. **Public Comment** (Agenda Item 3). The Chair noted that no members of the public were present and no public comment was given.

5. **Report of the Chair** (Agenda Item 4 - Discussion/Action). The Chair allowed Peter Straus (Manager, Service Planning, Muni) to address his concerns regarding the Council's recommendation concerning the SRTP recommendation concerning double-deck buses. Mr. Straus stated that he was somewhat surprised when he received the MTA CAC Minutes of August 7, 2003 and learned that the Council had taken the position recommending that the wording about double-deck buses be removed from the Short Range Transit Plan (SRTP) based on the recommendations of this Committee. He explained that the language in the SRTP is very nonspecific and merely ask that double-deck buses could be an alternative and should be considered as an alternative. Mr. Straus commented that the SRTP does not make a specific recommendation at this point in time. He expressed the opinion that the consideration of double-deck buses is something important that Muni should be open to and leave itself open to. Mr. Straus suggested that the Committee and the MTA CAC reconsider the action.

**Mr. Rolfe moved the following motion, which was seconded by Ms. Vincent:**

**Motion: The MTA CAC PMC recommends that its recommendation of July 21 to the MTA CAC, which the Council approved on August 7, 2003, regarding the San Francisco Municipal Railway FY2004-FY2023 Short Range Transit Plan that "Muni not consider using double-deck buses, New Vehicle Types, Page 74" be reconsidered.**

**The motion passed.**

(Bruce Oka, Norman Rolfe, Dorris Vincent voted **yes**; Nia Crowder, Ellen Hayes **absent**).

6. **27-Bryant Service Line Reroute Proposal** (Agenda Item 6 - Discussion/Action). Mr. Straus explained that the reroute is a minor modification of the southern terminal loop at Cesar Chavez and Mission Streets. Because of the vulnerability of more than one bus to traffic when recovering at the southern terminal loop and the complaint of too many buses recovering at northern terminal loop at Jackson Street, the proposal is to move the stop west of Mission to properly allow for the accommodation of two buses. Referencing the community outreach letters (attachment to Agenda Item 6), Mr. Straus stated that very few comments were

received which was objectionable to the proposed reroute. He distributed a map of the proposed reroute and a copy of the public hearing notice for proposed parking and traffic changes (attachment).

Ronald Mitchell (Joint Labor Management Board) commented that the reroute would not delay any traffic and buses could easily make the right turn at Valencia and 26th Streets. The relocated terminal is easily accessible to the 14-Mission or 49-Van Ness Lines, which are American's Disability Act (ADA) accessible. He added that restricted loading/unloading parking meters would be installed at the corner of the Salvation Army's Community Thrift Store.

**Ms. Vincent moved the following motion, which was seconded by Mr. Rolfe:**

**Motion: The MTA CAC recommends implementing the 27-Bryant Service Line Reroute Proposal.**

**The motion passed.**

(Bruce Oka, Norman Rolfe, Dorris Vincent voted **yes**; Nia Crowder, Ellen Hayes **absent**).

**7. 18-46th Avenue and 54-Felton Service Lines Official Detour** (Discussion/Action - Agenda Item 7). Mr. Straus explained that the proposal is not a complete change of the regular route and would not be presented to the MTAB for action. The proposal would be presented to the MTA Executive Director for approval. The proposal is a means to establish a formal alternative route for Transit Operators to follow when blockages occur at 47th Avenue on the 18-Line and at Silver Terrace on the 54-Line. Muni plans to conduct community outreach and notify ridership that the detours would be in effect for a six-month trial period. Mr. Straus distributed a memorandum and a map that described in detail the proposed detour (attachment).

Mr. Mitchell commented that 40-foot coaches attempting to make lateral passes when on Topeka Avenue poses to be the problem. By installing large mirrors, Transit Operators would be able to see other approaching buses. Red zoning an area approximately 8-feet in length from the corner would allow for buses to easily make turns onto very tight streets. He added that no bus stops would be skipped nor any loss of legal parking spaces would occur.

**Ms. Vincent moved the following motion, which was seconded by Mr. Rolfe:**

**Motion: The MTA CAC recommends implementing the 18-46th Avenue and 54-Felton Service Lines Official Detours and the review process that staff has proposed.**



**The motion passed.**

(Bruce Oka, Norman Rolfe, Dorris Vincent voted **yes**; Nia Crowder, Ellen Hayes **absent**).

**8. 29–Sunset and 82X–Presidio & Wharves Express Route Service Lines Changes** (Discussion/Action - Agenda Item 8). Mr. Straus distributed to the Committee a memorandum and maps concerning the service lines changes (attachment). He stated that the route changes have not been finalized. He explained that the Presidio Trust proposed the development of a Transit Center on the north side of Lincoln Boulevard and on the west side of Halleck Street. The Presidio Trust requested that Muni reroute the 29 and 82X-Lines so to serve the center, which is to open in December 2003. The section of Crissy Field Avenue between the intersections of Mason Street and Crissy Field Avenue and McDowell Avenue and Lincoln Boulevard, where the 29-Sunset currently operates in the outbound direction, is planned to be closed to motor vehicles. The 29-Sunset would be required to use McDonald Avenue in both directions. The Presidio Trust has proposed that the route end at the Transit Center vice the former Letterman Army Medical Center (the future Letterman Digital). Mr. Straus commented that the route-ending proposal might be reviewed after Letterman Digital becomes fully operational. Since the Presidio Trust has the ability to distribute information to all tenants on the property, Muni intends to use the Presidio Trust facilities and capabilities to distribute note to all affected parties on the route, especially the Presidio Child Care Center.

Mr. Rolfe asked if Muni services would be tied into the proposed transit center to be established on the Doyle Drive at the eastern end of the Presidio? Mr. Straus responded that the proposed Doyle Drive Transit Center is currently being considered. Route changes might have to be made when and if the Doyle Drive Transit Center is approved.

Mr. Straus solicited Committee Members' comments regarding the planed route changes. **He stated that staff would present this item again to the Committee after completion of the community outreach.**

**The Chair stated that Agenda Item 8 would be calendared for the Committee's September 15th meeting. Mr. Straus commented that he would notify the Secretary should the 29 – Sunset and 82X – Presidio & Wharves Express Route Service Lines Changes (Agenda Item 8) need to be deferred past September if there has been no change in status of the community outreach to be done.**

**9. Committee Members' Questions/Information Requests** (Discussion/Action – Agenda Item 9). No requests were submitted.



**10. Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar** (Discussion/Action – Agenda Item 10). The Secretary advised the Chair that the Committee is required to develop a Tentative Topic Calendar. **Mr. Straus stated that he would continue to update the Committee regarding Service Planning. The Chair asked Committee Members to submit tentative discussion topics to the Chair as soon as possible.**

**Mr. Oka stated that the PMC's next regular meeting would be scheduled for September 15, 2003 at 5:30pm at 401 Van Ness, Room 334 (Conference Room 335).**

**11. Adjournment.** The meeting adjourned at 6:55pm.

Attachments:

Agenda Item 6 –  
27 Bryant – New Southern Terminal & Reroute Proposal  
Public Hearing For Proposed Parking & Traffic Changes (Notice)

Agenda Item 7 -  
Peter Straus (Manager, Service Planning) Memo of 29 Jul 03 (Subject: Lines 18-46th Avenue and 54-Felton)

Agenda Item 8 -  
Peter Straus (Manager, Service Planning) Memo of 18 Aug 03 (Subject: Planned Route Changes in Muni Lines 29 and 82X within The Presidio of San Francisco)

Maps of The Presidio





**City and County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**

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**Planning & Marketing Committee (PMC)**  
 [former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda**  
 for

**Monday, September 15, 2003, 5:30 PM**  
**401 Van Ness Avenue, Room 334 (Conference Room 335)**  
**San Francisco, CA**

**Members:**

Bruce Oka (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
 Daniel Murphy, Cesar Perez, Linton Stables, Dan Weaver  
 (2 Vacancies)

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 ☎(415) 554-6873 **FAX** (415) 554-4103





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Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, September 15, 2003 at 5:30p.m.**  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

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<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
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2.	<b>Adopt PMC Minutes of August 18, 2003 [Attachment]</b> (Discussion/Action)	5:35
3.	<b>Public Comment</b>	5:40
4.	<b>Report of the Chair</b>	5:45
5.	<b>29 - Sunset and 82X - Presidio &amp; Wharves Express Route Service Lines Changes</b> (Discussion/Action) Peter Straus (Manager, Service Planning [Muni])	5:50
6.	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:10
7.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) Next regular meeting tentatively scheduled for October 20, 2003, 401 Van Ness, Room 334 (Conference Room 335), 5:30 p.m.	6:15
8.	<b>Adjournment</b>	6:30

Attachment:

Agenda Item 2 - Draft PMC Minutes, August 18, 2003







**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

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**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

SEP 13 2003

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Agenda

**Notice of Cancellation of Regular Meeting  
for**

**Monday, September 15, 2003, 5:30 PM**

**401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Daniel Murphy, Cesar Perez, Linton Stables, Dan Weaver  
(2 Vacancies)

**The Planning & Marketing Committee (PMC)** [formerly the Service, Design and Marketing Committee (SDMC)] **will not hold its regular scheduled meeting, Monday September 15, 2003 at 5:30PM.**

Please contact Vincent Dunlap (Council Secretary) at (415) 554-6873 should you have any questions.

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda**

for

**Monday, October 20, 2003, 5:30 PM**

**401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

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Bruce Oka (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, October 20, 2003 at 5:30p.m.**  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	5:30
2.	<b>Review and Adopt PMC Minutes of August 18, 2003</b> (Discussion/ Action)	5:35
3.	<b>Public Comment</b>	5:40
4.	<b>Report of the Chair</b>	5:45
5.	<b>Service Planning Updates</b> (Discussion/Action) Muni Service to Shipyard- Peter Straus-Service Planning	5:50
6.	<b>Paratransit Debit Card Update</b> (Discussion/Action) Annette Williams/Kim Walton (Muni Accessible Services)	6:05
7.	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:40
8.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for November 17, 2003, 401 Van Ness, Room 334 (Conference Room 335), 5:30 p.m.	6:45
9.	<b>Adjournment</b> (Estimate)	6:50







**Municipal Transportation Agency  
Citizens' Advisory Council  
City and County of San Francisco**

**Planning & Marketing Committee (PMC)**

**FINAL MINUTES  
of  
Regular Meeting**

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Monday, October 20, 2003 at 5:30pm  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA

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ial  
1. **Call to Order/Roll Call** (Agenda Item 1). The regular meeting of the Municipal Transportation Agency (MTA), Citizens' Advisory Council (CAC), Planning & Marketing Committee (PMC) met on Monday, October 20, 2003, at 5:36 p.m.

**Committee Members Present:** Bruce Oka (Chair), Norman Rolfe.

**Committee Members Absent at Roll Call:** Ellen Hayes (arrived 5:48pm).

**Committee Members Absent:** Nia Crowder, Dorris Vincent.

**Council Members Present:** Steve Ferrario.

Mr. Ferrario was appointed as a Pro Tempore Committee Member (attachment) in the absent of Nia Crowder and a quorum of the Committee was met.

**Muni Staff Present:** Peter Straus (Manager, Service Planning),  
Kim Walton (Transit Planner, Muni Accessible Services),  
Vincent Dunlap (Secretary, MTA CAC)

2. **Review and Adopt PMC Minutes of August 18, 2003** (Agenda Item 2 – Discussion/Action). The Chair indicated that he had not had the opportunity to review draft minutes submitted and directed that review and approval of minutes be deferred to the Committee's next meeting in November.

3. **Public Comment** (Agenda Item 3). No public comment was given at this time.

4. **Report of the Chair** (Agenda Item 4). The Chair stated that there was nothing to report since the Committee did not meet in September.

5. **Service Planning Updates** (Agenda Item 5 – Discussion/Action). The Chair asked Peter Straus (Manager, Service Planning) to present any service planning updates. Mr. Straus reported that the proposed 27-Bryant terminal reroute and designation of all lines as Proof of Payment was approved at the October 7<sup>th</sup> MTAB meeting.



In response to Mr. Rolfe's inquire regarding the terminal reroute requiring Board of Supervisor approval, Mr. Straus stated that under Proposition E only complete abandonment of service along a corridor has to be approved by the Board of Supervisors.

Mr. Straus stated that a number of issues regarding the 67-Bernal Heights Line have been brought to Muni's attention, but there is no specific proposal at this time.

### **Muni Service to Shipyard:**

The Chair explained that Dorris Vincent had expressed concern regarding Muni service to the Hunters Point Naval Shipyard. Mr. Straus stated that Muni has been working very closely with the redevelopment agency as the agency advanced the first phase of residential development (Parcels A and B) in the shipyard. No service changes were anticipated directly in conjunction with Parcels A and B. The detail routing inside the shipyard regarding the future development has not been finalized. He stated that currently the 19-Polk Line would remain in service to the north of the shipyard. Plans are to provide for access from the south gate using the 23-Monterey Line. As demands develop the 24-Divisadero Line could be extended replacing the 23-Monterey Line should the redevelopment agency allow trolley coaches. The 23-Monterey and 24-Divisadero, as well as the 19-Polk, would provide feeder service to Third Street Metro stations. Muni is reviewing the possibility of extending the 54-Felton loop one block further east. Mr. Straus commented that a Light Rail Vehicle (LRV) branch off Third Street to the Shipyard was not being proposed in that service south of Evans Avenue would be diluted. He expressed the opinion that it is important to maintain a strong trunk down through the length of the corridor and as certainly as far as Palou Avenue.

Mr. Straus provided Ms. Hayes an overview regarding Muni's planned service to the shipyard. He commented that discussions regarding the (shipyard's) infrastructure were taking place concerning the redeveloper, developer and Muni's functions.

The Chair extended his thanks to Mr. Straus for addressing the Committee's concerns.

**6. Paratransit Debit Card Update** (Discussion/Action - Agenda Item 6). Mr. Oka remarked that the Paratransit Debit Card is a totally different fare instrument than the Regional Discount Sticker. He asked Kim Walton (Transit Planner, Muni Accessible Services) to provide the Committee an update as to the Paratransit Debit Card status.

Ms. Walton explained that anyone who is eligible for paratransit as part of the taxi program pays 10% of the taxi fare by using a script. Muni is proposing that the script be discontinued and replaced with a photograph debit card. She explained that the card would double as the paratransit identification card that would enable paratransit consumers in San Francisco to pay for taxi fares using the debit card. The debit card



would not be a smart card similar to TransLink, which uses microchip technology, but a magnetic strip (magnetic card) would be used. She pointed out that in using the debit card, major benefits would be achieved through reducing fraudulent use of scripts and simplifying administration of the Paratransit Program as a result of electronic transmission of fares directly from the taxi to the brokerage office would result.

She outlined the customer service benefits of the debit card by stating that:

- As a part of the Request For Proposal (RFP) vendors would have as an option voice enunciation for paratransit consumers that are visually impaired.
- Paratransit consumers would purchase cards directly from the brokerage office and money would be automatically added to the debit card.
- 24-hour/7-days per week phone support service would be available.

Ms. Walton commented that a RFP was issued last December (2002). Proposals have been received for the vendors who would create the software program, and install and test equipment. She explained that the development process would take 18-20 months from the date of the Notice to Proceed to the completion of the project, and a pilot test program using consumers input had to be in place by the 16<sup>th</sup> month.

In response to Mr. Rolfe's question concerning cost incurred for equipment and equipment replacement, Ms. Walton stated that Muni would make the initial investment. She explained that Yellow and Luxor Taxi Companies have equipment that would be able to work with the new system; however, over 1,400 other taxis would receive new equipment. Equipment would be under warranty and discussions regarding future agreements were ongoing.

Mr. Ferrario inquired about the moratorium on applications for taxi services. Ms. Walton explained that applications are for paratransit services and not by specific mode. Ms. Walton explained that there were three different eligibility criteria and every three years paratransit users would have to be re-certified. If an applicant desired the taxi service and the applicant was ambulatory then the applicant would be enrolled in the Americans with Disabilities Act (ADA) access services, which is the traditional paratransit van service. She explained that some applicants are conditional; sometimes Muni services could be used other times it could not. She commented that taxi service is the most expensive to operate, i.e., van fares per person (MV or TransMetro) is over \$20.00 per person whereas the average taxi trip might be \$11.00, but taxi service is the cheapest to ride in terms of the fare cost. Due to budgetary constraints, enrollment in the Paratransit Service Taxi Program has been temporarily frozen.



Mr. Ferrario inquired as to filling applications for taxi services as individuals drop from the taxi service roll. Ms. Walton explained that there was no waiting list of services. Mr. Oka explained that with the enactment of the ADA in 1990, waiting lists were discontinued regarding paratransit services. Ms. Walton commented that paratransit consumers that use wheelchairs would be offered taxi service.

Mr. Ferrario expressed concern regarding the inequity in service created between individuals previously approved for taxi service and individuals needing taxi service who are restricted from applying as a result of the freeze.

**Mr. Ferrario's questioned incorporating the Van Service Payment System into the Paratransit Debit Card. Ms. Walton commented that she has asked the same question as to why there is not a debit card for the entire paratransit system and would contact Mr. Ferrario directly with a response. Mr. Ferrario stated that he would contact Ms. Walton.**

The Chair extended his thanks to Ms. Walton for addressing the Committee's concerns.

**7. Committee Members' Questions/Information Requests** (Discussion/Action - Agenda Item 7). No questions/information requests were submitted.

**8. Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar** (Discussion/Action – Agenda Item 8). The Chair stated that the Committee's next meeting is tentatively scheduled for November 17<sup>th</sup>. The Chair asked that Committee Members submit agenda items to the Chair.

**9. Adjournment.** The meeting adjourned at 6:47pm.

Attachment:

Agenda Item 1 – Pro Tempore Committee Appointments (Steve Ferrario)



**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

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**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

*Agenda*

11-14-03P04:50 RCVD

**Notice of Cancellation of Regular Meeting  
for**

**Monday, November 17, 2003, 5:30 PM  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Daniel Murphy, Cesar Perez, Linton Stables, Dan Weaver  
(2 Vacancies)

**The Planning & Marketing Committee (PMC)** [formerly the Service, Design and Marketing Committee (SDMC)] **will not hold its regular scheduled meeting, Monday November 17, 2003 at 5:30PM. No agenda for this meeting was posted and distributed in advance.**

Please contact Vincent Dunlap (Council Secretary) at (415) 554-6873 should you have any questions.

**Notes:**

Notices of meeting and agenda, and minutes are available at the San Francisco Public Library (Main), 100 Larkin Street - Government Section (5th Floor) and on Muni's website at [www.sfmuni.com/cac](http://www.sfmuni.com/cac).

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The MTA CAC may be contacted as follows:  
Municipal Transportation Agency, Citizens' Advisory Council

### **Disability Access**

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The meeting location is wheelchair accessible. The closest BART station is Van Ness, about four blocks from the meeting location. Accessible Muni bus line nearest the meeting location is the 47 Van Ness. The closest MUNI Metro stop is the Van Ness Muni Station, where one can transfer to a 47 Van Ness bus. For more information about Muni accessible services, call (415) 923-6142.

There is accessible on-street vehicle parking available in the vicinity of the meeting location. A bicycle rack is located outside the main entrance to 401 Van Ness. The Civic Center Garage (entrance on the south side of McAllister Street, between Polk and Larkin Streets) includes bicycle racks in view of a parking attendant.

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### **Know Your Rights Under the Sunshine Ordinance** **(Chapter 67 of the San Francisco Administrative Code)**

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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council (CAC)**

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**Planning & Marketing Committee (PMC)**

**Notice of Cancellation of Regular Meeting  
for**

12-15-03A10:27 RCVD

**Monday, December 15, 2003 at 5:30 p.m.**  
**401 Van Ness Avenue, Room 334 (Conference Room 335)**  
**San Francisco, CA**

**The regular meeting of the Municipal Transportation Agency Citizens' Advisory Council, Planning & Marketing Committee (PMC) has been cancelled.**  
**No Agenda has been posted concerning this meeting.**

**Members:**

Bruce Oka (Chair), Nia Crowder, Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Daniel Murphy, Cesar Perez, Linton Stables, Dan Weaver  
(2 Vacancies)

**NOTES:**

Members of the Citizens' Advisory Council who are not members of this Committee may attend Committee meeting. In the event that a quorum of the entire Council is present, the Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action; the full Council must ratify all Committee action.

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The MTA CAC may be contacted as follows:  
Municipal Transportation Agency Citizens' Advisory Council  
401 Van Ness Avenue - Room 334 - San Francisco, CA 94102-4524  
☎(415) 554-6873 FAX (415) 554-4103





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The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni bus lines nearest the meeting location are the 47 Van Ness and 49 Mission – Van Ness. The closest MUNI Metro stop is the Van Ness Muni Station, where one can transfer to a 47 Van Ness or 49 Mission–Van Ness bus. For more information about Muni accessible services, call (415) 923-6142.

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

*Agenda*

**Notice of Cancellation of Regular Meeting  
for**

**Monday, February 16, 2004 at 5:30pm  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

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**Rescheduled Regular Meeting and Agenda  
for**

FEB 17 2004

**Monday, February 23, 2004 at 5:30 pm  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

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(No Agenda was posted for the PMC regular meeting for Monday, February 16, 2004)

**Members:**

Bruce Oka (Chair), Nia Crowder, Emily Drennen, Ellen Hayes, Norman Rolfe,  
Dorris Vincent

**Council Members not members of this Committee:**

Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario, Daniel Murphy,  
Cesar Perez, Linton Stables (Member Emeritus), Dan Weaver  
(2 Vacancies)

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

**Rescheduled Regular Meeting**  
**Monday, February 23, 2004 at 5:30pm**  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	5:30
<b>2.</b>	<b>Adopt Minutes of October 20 and August 18, 2003</b> [Attachment] (Discussion/Action)	5:31
<b>3.</b>	<b>Public Comment</b>	5:35
<b>4.</b>	<b>Report of the Chair</b> (Discussion/Action)	5:40
<b>5.</b>	<b>Geary Transit Corridor Improvement: Phase 1 – Municipal Railway (Muni) Staff Presentation</b> [Attachments] (Discussion/Action) Suany Chough (Planner, Capital Planning & Grants [Muni]) Peter Straus (Manager, Service Planning [Muni])	5:45
<b>6.</b>	<b>San Francisco County Transit Authority (SFCTA/TA) Strategic Analysis Report on Transportation System Level of Service (LOS) Methodologies.</b> [Attachment] (Discussion/Action) Suany Chough (Planner, Capital Planning & Grants [Muni])	6:05
<b>7.</b>	<b>Master Plan – New Housing Element Affect Along Transit Corridors</b> (Discussion/Action) Peter Straus (Manager, Service Planning [Muni])	6:25
<b>8.</b>	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:45
<b>9.</b>	<b>Schedule Upcoming Meetings and Agenda Items</b> (Discussion/ Action) Next regular meeting: Monday, March 15, 2004, 401 Van Ness, Room 334 (Conference Room 335), 5:30 pm.	6:45
<b>10.</b>	<b>Adjournment</b>	7:00

Attachments:

Agenda Item 2 –

Draft PMC Minutes of October 20 and August 18, 2003

Agenda Item 5 –

Geary Corridor Improvements: Phase 1 (PowerPoint Presentation Prepared for MTA-CAC February 12, 2004)

Geary Transit Corridor Improvement: Phase 1 (MTA January 27, 2004)

Agenda Item 6 – Strategic Analysis Report on Transportation System Level of Service (LOS) Methodologies (San Francisco County Transportation Authority [SFCTA/TA]) Final SAR 02-02

**City & County of San Francisco  
Municipal Transportation Agency  
Citizens Advisory Council**

**Planning & Marketing Committee (PMC)**

**Tentative Topic Calendar**

**Referred Item:**

MTA CAC Liaison with San Francisco County Transit Authority (SFCTA) Geary Corridor Study Citizens Advisory Committee (Referred from Council's October 2<sup>nd</sup> meeting).

**Deferred Item:**

29- Sunset and 82X-Presidio & Wharves Express Route Services Lines Changes (Deferred from PMC's October 20<sup>th</sup> meeting).







**Municipal Transportation Agency  
Citizens' Advisory Council  
City and County of San Francisco**

**Planning & Marketing Committee (PMC)**

**FINAL MINUTES  
of**

**Rescheduled Regular Meeting**

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MAR 17 2004

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Monday, February 23, 2004 at 5:30 p.m.

401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA

1.34  
104  
Bruce Oka, (Chair, PMC) announced at 5:30 p.m. that a quorum of the Committee was not present. Mr. Oka identified Council Members and Muni Staff present. The Chair indicated that Committee Members would hear the Muni presentation concerning the Geary Transit Corridor Improvement: Phase 1 (Agenda Item 5) and that neither discussion nor action could be taken until such time a quorum was established. Suany Chough (Planner, Capital Planning & Grants [Muni]) provided the Committee an overview of the project, its design including reconfiguration of lanes, improvement in transit vehicles' stop spacing, and benefits and impacts. She distributed information material that included a summary sheet and a printout of a PowerPoint presentation concerning the project (attachments).

1. **Call to Order/Roll Call** (Agenda Item 1). The rescheduled regular meeting of the Municipal Transportation Agency (MTA), Citizens' Advisory Council (CAC), Planning & Marketing Committee (PMC) was called to order on Monday, February 23, 2004, at 6:00 p.m. Bruce Oka (Chair) presided. A quorum was established with the appointment of Daniel Murphy as a Pro Tempore Committee Member in the absent of Ellen Hayes (attachment).

**Committee Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen (arrived at 6:00 p.m.), Norman Rolfe.

**Council Members Present:** Daniel Murphy (Pro Tempore Committee Member).

**Committee Members Not Present at Roll Call:** Nia Crowder, Ellen Hayes, Dorris Vincent.

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Suany Chough (Planner, Capital Planning & Grants [Muni]), Javad Mirabdal (Traffic Planner [DPT]), Vincent Dunlap (Secretary, MTA CAC).

2. **Geary Transit Corridor Improvement: Phase 1 – Municipal Railway (Muni) Staff Presentation** (Agenda Item 5 – Discussion/Action). Ms. Chough



continued the presentation. She stated that plans included using the Geary Transit Corridor Improvement Project as a model for solving transit reliability and speed issues along other streets where there was limited space. Ms. Chough stated that travel time along inter-Geary Boulevard should decrease about 15% with the improvements. Combined with the signal priority project along the western portion of Geary Boulevard, it was expected that the overall travel time along Geary Boulevard from 33<sup>rd</sup> Avenue to the Transbay (Terminal) would decrease by 10%.

Responding to Mr. Murphy's question about signal prioritization in the direction west of Van Ness Avenue and signal timing east of Van Ness Avenue, Ms. Chough stated that the western part of Geary Boulevard project included priority signalization for transit vehicles. Javad Mirabdal (Traffic Planner [DPT]) explained that about 17 intersections west of Geary Boulevard were installed with priority signalization equipment and the equipment would be in operations in the coming months. He stated that improved signal timing had been completed.

In reply to Ms. Drennen's question regarding the cost of signalization per intersection, Mr. Mirabdal commented that a project currently nearing completion with about 39 intersections and the equipping of 200 vehicles would cost approximately \$2M. He stated that research and development costs had exceeded expectations, but future cost would be in the range of \$20,000 to \$30,000 per two-way intersection.

Ms. Chough stated that the Geary Boulevard improvements included:

- Wider transit and parking lanes with consistent lane pathways.
- More rational and clearer lane markings.
- Repaved roadways to smooth the ride.
- Bus bulbs to assist in making passenger loading safer and more convenient.
- Facilitating commercial deliveries.
- Improved safety.

Ms. Chough explained that amenities being considered that were not a part of the Phase 1 portion of the project would include:

- Improved transit shelters.
- Installation of Nextbus.
- Route maps that highlight the Geary Line.

She stated that DPT modeled the lost of one lane and found some degradation in the level of service at certain points, but with the turn pockets the impact was not



significant. Nighttime residential parking was a concern because all meters (including commercials) become regular parking. A parking space net lost of 2.9% was noted in the project's areas of Geary Boulevard near O'Farrell, Post and Ellis Streets.

Ms. Chough distributed copies of a public notice (attachment) announcing public meeting concerning the project and stated that public outreach would continue.

She stated that capital funding was being reviewed in the amount of \$400,000 that would come from Proposition E Funds. The MTAB would have to approve legislative changes and would be expected to consider the matter towards the end of April (2004).

**Ms. Drennen suggested that a bicycle lane should be added to project.**

Ms. Chough commented that the point was to create a comfortable transit lane along traffic lanes. She expressed apprehension about adding a bike lane, which might be detrimentally to the project's purpose. Ms. Chough explained that the 12-foot parking/turn pocket/traffic (peak hour traffic) lane was designed to encourage bicyclist use.

**Mr. Murphy suggested that signage should be included that direct bicyclist to use the 12-foot parking/turn pocket/traffic (peak hour traffic) lane.**

Mr. Murphy inquired about the timeframe for construction/implementation following the legislative process. Ms. Chough explained assuming approval was obtained by the end of May (2004), DPT's scheduling work associated with lane configuration, repaving and stripping, construction would be expected towards the end of October. The Department of Public Work (DPW) would complete the bus bulbs separately with the entire project expected to be completed in 2004.

**Mr. Murphy moved the following motion, which was seconded by Mr. Rolfe:**

**Motion: The MTA CAC recommends that the MTA adopt the Geary Transit Corridor Improvements, Phase 1 staff proposal, and urges the MTA to pursue transit lane color pavement as part of the project or as soon as possible. The MTA CAC further recommends that the MTA explore proper signage to direct bicyclists to the safest possible lane.**

**The Motion passed.**

Bruce Oka, Emily Drennen, Daniel Murphy, Norman Rolfe voted **yes**; Nia Crowder, Ellen Hayes, Dorris Vincent **absent**.

**3. San Francisco County Transit Authority (SFCTA/TA) Strategic Analysis Report on Transportation System Level of Service (LOS) Methodologies (Agenda Item 6 – Discussion/Action).** Ms. Chough commented that the process was

initiated through a grant to WalkSF with the input and corporation from the Bike Coalition and other advocacy groups. She stated that Muni was not really involved in the formation of the draft Strategic Analysis Report (SAR), but did participate in discussions with the Transit Authority (TA) regarding the report and the recommendations. Ms. Chough expressed the opinion that report's recommendations were generally good for bicyclist, pedestrians, and transit. Although there are differences between the three modes and the report aspires to simplify the process there are a number of details that need to be finalized. She commented specifically on the SAR's recommendation that projects should be evaluated through person throughput instead of automobile/vehicle throughput.

Ms. Drennen commented on the SAR's recommends of system-wide Environmental Impact Reports (EIRs) to reduce the number of EIRs applicable to the planning process for every separate part of a project and acceptable exemptions.

Responding to Mr. Murphy's question regarding the status of the proposal, Ms. Drennen stated that the TA had approved the proposal and was in the implementation stage.

Mr. Murphy asked about the role of the MTA CAC regarding the proposal. **Ms. Drennen suggested that a report from the TA Staff in the next four to six months should be requested and the TA should be commended for its work. Ms. Drennen agreed to prepare a draft letter commending the TA and stated she would present the draft for the Committee's review at its next meeting.**

The Chair extended his thanks to Ms. Chough for addressing the Committee's concerns.

**4. Master Plan – New Housing Element Affect Along Transit Corridors** (Agenda Item 7 – Discussion/Action). The Secretary advised the Chair that just prior to the meeting convening Peter Straus (Manager, Service Planning [Muni]) notified the Chair that he would not be able to attend and address Committee's concerns regarding this item. **The Chair instructed that Agenda Item 7 be deferred to the Committee's next meeting.**

**5. Review and Adopt PMC Minutes of October 20 and August 18, 2003** (Agenda Item 2 – Discussion/Action). The Chair stated that he had reviewed the minutes and called for any sustentative changes.

**Mr. Rolfe move that the following motion, which was seconded by Ms. Drennen:**

**Motion to Adopt: The PMC adopts minutes of October 20 and August 18, 2003.**

**The Motion passed.**

Bruce Oka, Emily Drennen, Daniel Murphy, Norman Rolfe voted **yes**; Nia Crowder, Ellen Hayes, Dorris Vincent **absent**.

6. **Public Comment** (Agenda Item 3). No public comment was given at this time.
7. **Report of the Chair** (Agenda Item 4). The Chair stated that some progress had been made regarding concerns about the senior/disabled BART/Muni pass. He commented that BART's Staff was asked that senior/disabled representation be included in future negotiations/meeting concerning senior/disabled BART/Muni pass agreements. The solution in the short-term would be contingent on the rollout of the TransLink Card.
8. **Committee Members' Questions/Information Requests** (Discussion/Action - Agenda Item 8). No questions/information requests were submitted.
9. **Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar** (Discussion/Action – Agenda Item 8). **The Chair stated that Agenda Item 7 (Master Plan – New Housing Element Affect Along Transit Corridors would be deferred to the Committee's next meeting. Committee members should submit agenda items for next meeting to the Chair or through the Council's Secretary.**

The Secretary announced that the Committee's next meeting would be scheduled for Monday, March 15, 2004, 401 Van Ness, Room 334 (Conference Room 335) at 5:30 p.m.

10. **Adjournment.** The meeting adjourned at 7:30p.m.

Attachment:

Agenda Item 1 –

Pro Tempore Committee Appointment (Daniel Murphy)

Agenda Item 5 –

Geary Transit Corridor Improvement: Phase 1 (MTA – January 27, 2004)

Geary Corridor Improvements: Phase 1 (MTA CAC Planning and Marketing Committee [PowerPoint Presentation] dtd February 23, 2004)

Notice of Public Meetings – Muni to improve transit on Inner Geary and O'Farrell  
(Issued: February 18, 2004)







**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

DOCUMENTS DEPT.

**Notice of Regular Meeting and Agenda  
for**

MAR 13 2004

**Monday, March 15, 2004 at 5:30 p.m.**

**401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

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**Members:**

Bruce Oka (Chair), Nia Crowder, Emily Drennen, Ellen Hayes, Norman Rolfe,  
Dorris Vincent

**Council Members not members of this Committee:**

Sue Cauthen, Art Cimento, Joan Downey,  
Steve Ferrario, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

**Notes:**

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Written reports and background materials for calendar items are available for public inspection and copying at 401 Van Ness Ave, Room 334, during regular business hours.

Members of the Citizens' Advisory Council who are not members of the PMC may attend Committee meeting.

In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. The full Council must ratify all Committee action.

The MTA CAC may be contacted as follows:

401 Van Ness Avenue - Room 334 - San Francisco, CA. 94102-4524  
(415) 554-6873 FAX (415) 554-4103



### **Disability Access**

Meeting will be held in Room 334 (Conference Room 335) at 401 Van Ness Avenue, San Francisco, between McAllister and Grove Streets (the War Memorial Veterans' Building). From the first floor lobby, take either elevator to the 3<sup>rd</sup> floor, make a left, and enter through Room 334. The conference room is down the inner hallway and on your left.

The meeting location is wheelchair accessible. The closest BART station is Civic Center, about four blocks from the meeting location. Accessible Muni bus lines nearest the meeting location are the 47 Van Ness, 49 Mission-Van Ness and 5 Fulton. The closest MUNI Metro stop is the Van Ness Muni Station, where one can transfer to a 47 Van Ness or 49 Mission-Van Ness bus. For more information about Muni accessible services, call (415) 923-6142.

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### **Use of Cell Phones, Pagers, and Similar Sound-Producing Electronic Devices**

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.

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For assistance with special needs (large print agendas, sign language interpreters, etc.), call Vincent Dunlap at least 72 hours in advance of need at (415) 554-6873.

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For more information on your rights under the Sunshine Ordinance (Chapter 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, contact Donna Hall by mail to Administrator, Sunshine Ordinance Task Force, 1 Dr. Carlton B. Goodlett Place, City Hall, Room 409, San Francisco, CA 94102-4683; by phone (415) 554-7724; by fax (415) 554-5163 or by email at [Donna.Hall@ci.sf.ca.us](mailto:Donna.Hall@ci.sf.ca.us).

Citizens interested in obtaining a free copy of the Sunshine Ordinance can request a copy from Ms. Hall or by printing Chapter 67 of the San Francisco Administrative Code on the Internet at <http://www.ci.sf.ca.us/bdsupvrs/sunshine.htm>.

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Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Campaign and Governmental Conduct Code, Section 2.100, to register and report lobbying activity. For more information about the Lobbyist Ordinance, contact the Ethics Commission at 30 Van Ness Avenue, Suite 3900, San Francisco, CA 94102, telephone (415) 581-2300, fax (415) 581-2317, or visit their website at <http://www.ci.sf.ca.us/ethics/>.



**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

**Regular Meeting**

**Monday, March 15, 2004 at 5:30 p.m.**  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	5:30
<b>2.</b>	<b>Adopt Minutes of February 23, 2004</b> [Attachment] (Discussion/Action)	5:31
<b>3.</b>	<b>Public Comment</b>	5:35
<b>4.</b>	<b>Report of the Chair</b> (Discussion/Action)	5:40
<b>5.</b>	<b>Report on Municipal Railway (Muni) Community Outreach Regarding Service Adjustments</b> [Attachments] (Discussion/Action) Alan Siegel (Public Relations Officer, Marketing [Muni]) Peter Straus (Manager, Service Planning [Muni])	5:45
<b>6.</b>	<b>Long-Term Plan Regarding the Electrification of the 71-Haight-Norega and 12-Folsom Service Lines</b> (Discussion/Action) Peter Straus (Manager, Service Planning [Muni]) (Item referred from MTA CAC meeting of February 25, 2004)	6:05
<b>7.</b>	<b>Master Plan – New Housing Element Affect Along Transit Corridors</b> (Discussion/Action) Peter Straus (Manager, Service Planning [Muni]) (Item deferred from PMC meeting of February 23, 2004)	6:25
<b>8.</b>	<b>Review Draft Letter of Appreciation from MTA CAC to San Francisco County Transit Authority (SFCTA/TA) Concerning Strategic Analysis Report on Transportation System Level of Service (LOS) Methodologies.</b> (Discussion/Action) Emily Drennen (MTA CAC/MTA CAC PMC Member)	6:45
<b>9.</b>	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:50

<b>10.</b>	<b>Schedule Upcoming Meetings and Agenda Items</b> (Discussion/ Action) Next regular meeting: Monday, April 19, 2004, 401 Van Ness, Room 334 (Conference Room 335), 5:30 pm.	6:55
<b>11.</b>	<b>Adjournment</b>	7:00

Attachments:

Agenda Item 2 –

Draft PMC Minutes of February 23, 2004

Agenda Item 5 -

Muni to Hold Community Meetings on Proposed Service Adjustments  
(Media Release dtd March 11, 2004)

Muni Proposed Service Adjustments – Summer 2004

**City & County of San Francisco  
Municipal Transportation Agency  
Citizens Advisory Council**

**Planning & Marketing Committee (PMC)**

**Tentative Topic Calendar**

**Referred Item:**

MTA CAC Liaison with San Francisco County Transit Authority (SFCTA) Geary Corridor Study Citizens Advisory Committee (Referred from Council's October 2<sup>nd</sup> meeting).

**Deferred Item:**

29- Sunset and 82X-Presidio & Wharves Express Route Services Lines Changes (Deferred from PMC's October 20<sup>th</sup> meeting).

**Follow-up Item:**

**August 2004** - San Francisco County Transit Authority (SFCTA/TA) Strategic Analysis Report on Transportation System Level of Service (LOS) Methodologies.  
Suany Chough (Planner, Capital Planning & Grants [Muni])







**Municipal Transportation Agency  
Citizens' Advisory Council  
City and County of San Francisco**

**Planning & Marketing Committee (PMC)**

**FINAL MINUTES  
of  
Regular Meeting**

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Monday, March 15, 2004 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA

1. **Call to Order/Roll Call** (Agenda Item 1). The regular meeting of the Municipal Transportation Agency (MTA), Citizens' Advisory Council (CAC), Planning & Marketing Committee (PMC) was called to order on Monday, March 15, 2004, at 5:39 p.m. Bruce Oka (Chair) presided. A quorum was established with the appointment of Steve Ferrario as a Pro Tempore Committee Member (attachment) in the absence of Ellen Hayes and a quorum of the Committee was established.

**Committee Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, Norman Rolfe.

**Committee Members Absent at Roll Call:** Dorris Vincent (arrived at 6:08pm).

**Committee Members Absent:** Nia Crowder, Ellen Hayes.

**Council Members Present:** Steve Ferrario (Pro Tempore Committee Member).

**MTA Staff (San Francisco Municipal Railway [Muni]) Present:** Marc Caposino (Marketing Director, Community and Public Relations), Alan Siegel (Public Relations Officer, Marketing), Peter Straus (Manager, Service Planning), Vincent Dunlap (Secretary, MTA CAC).

2. **Review and Adopt PMC Minutes of February 23, 2004** (Agenda Item 2 – Discussion/Action). The Chair stated that he had reviewed the minutes and called for any sustentative changes.

**Mr. Ferrario move that the following motion, which was seconded by Ms. Drennen:**

**Motion to Adopt:** The PMC adopts minutes of February 23, 2004.

**The Motion to Adopt passed.**

Bruce Oka, Emily Drennen, Steve Ferrario, Norman Rolfe voted **yes**; Nia Crowder, Ellen Hayes, Dorris Vincent **absent**.



3. **Public Comment** (Agenda Item 3). The Chair called for any public comment on any item not on the agenda but was within the purview of the Committee and the Council. No public comment was given at this time.

4. **Report of the Chair** (Agenda Item 4). The Chair expressed his thanks to Mr. Rolfe, Mr. Straus and to all Municipal Transportation Agency Staff for their condolences and support regarding the death of his mother.

Marc Caposino (Marketing Director, Community and Public Relations) provided the Committee an updated on Muni's Marketing Campaign. He reported:

- As part of the pilot portion to improve the appearance of the Station Agent Booths, a decal was installed across the top and bottom sections of the Van Ness Muni Metro Station Secondary Booth. All notices posted on the windows of the kiosk were removed to improve the booth's appearance. Mr. Caposino stated to better conceal materials in the booth; the decal color would be changed from red to gray. He requested that Council Members visit the station and provide comment directly to him.
- An information campaign addressing disabled riders concerns for the Muni Accessibility Advisory Committee (MAAC) is being developed.
- The Academy Art University has paid for the production of car cards that would be installed along the ad racks in sixty-four (64) buses. He stated that the buses would become a rolling art gallery circulating throughout the City for approximately six months. There would be four (4) different galleries - an illustration, photo, fine art and sculpture gallery. Each gallery would consist of twenty-two (22) different pieces using about 20 buses for each gallery type. He commented that the Academy has a gallery space about half a city block long on Van Ness Avenue. A few buses would be parked in front of the gallery creating an extension of the gallery space. Visitors would actually walk through the buses to view the art inside and on to the gallery to view the larger students art displays.

Mr. Caposino explained that the rolling art gallery is a great way for Muni to support the arts and connect with the community. The campaign would not impact revenue-producing advertisement.

5. **Report on Municipal Railway (Muni) Community Outreach Regarding Service Adjustments** (Agenda Item 5 - Discussion/Action). Alan Siegel (Public Relations Officer, Marketing) stated that he would provide the Committee an overview of Muni's Community Outreach regarding the proposed service adjustments. Peter Straus (Manager, Service Planning) would address the specifics and reasons for the adjustments.



## **Community Outreach Regarding Service Adjustments**

Mr. Siegel distributed to the Committee the Muni Proposed Service Adjustments Summer 2004 - Take One Flyer and an information sheet concerning the proposed service adjustments (attachments). He stated that the flyer was a bilingual piece that outlines the service changes and list Muni sponsored community meetings specifically to take residents comments concerning the service adjustments. He stated that the Municipal Transportation Agency Board (MTAB) would consider the service adjustments at its April 6<sup>th</sup> meeting.

Mr. Siegel also provided a separate handout that listed the Muni sponsored community meetings and other community groups sponsored meetings that Muni representatives would take part in regarding service adjustments (attachment). He pointed out that Jay Lu (Public Relations Officer, Marketing [Muni]) had participated on a Chinese radio talk show answering listeners' questions concerning the service adjustments. Public Relations Officers would attend every San Francisco Police Department (SFPD) Districts Community Meeting scheduled throughout the month of March to outline and explain the changes to residents in attendance. Supporting the community meetings, Car Cards would be installed on all buses, Light Rail Vehicles (LRV) and in the Metro Stations beginning March 16th. Maggie Lynch (Director, Community and Public Relations [Muni]) had contacted all the media and had requested time on KCBS.

Ms. Drennen inquired as to other means the public could give feedback other than attending the public meetings, i.e., accessing Muni's website, prepaid comment cards, etc. Mr. Siegel explained that prepaid comment cards were not distributed. Muni's website has a link to all the notice of all the community meetings and a detailed description of all the service changes. The website provides the opportunity for residents to provide all kinds of feedback.

**Ms. Drennen suggested that the Take One Flyer should be changed from "How to Find Out More" to "To Find Out More or Offer Comments" and then list the Muni website, email and telephone contact information.** She commented that some residents prefer not to attend community meetings but might desire to submit their comments.

Mr. Ferrario asked how public comments were quantified? Mr. Straus explained that notes from the community meetings, emails, phone calls are provided to Robert Lopez (Public Relations Officer [Muni]) who would assimilate the information. Mr. Straus would take the information under consideration as he prepared the resolution for the MTAB consideration.

**Mr. Ferrario suggested that the Council should review the proposed service adjustment item at its April 1<sup>st</sup> meeting before it is presented to the MTAB for consideration.**

**The Chair agreed and asked the Secretary to notify the Council's Chairman of Mr. Ferrario's suggestion.**

### **Specifics and Reasons for the Adjustments**

Mr. Straus distributed a handout to the Committee that provided information on a sampling of load factors (attachment) and advised the Committee that load factors was not the only source used in determining adjustments.

Mr. Ferrario expressed concern about the proposed discontinuing of the 7-Haight (an electric line) and replacing it with the 71-Haight-Noriega (a diesel lines). He commented that the replacement of an electric line with a diesel service was not consistent with converting diesel lines to electric. **Mr. Ferrario suggested that in order to create an actually trolley coach line, the 71-Haight-Noriega should be discontinued, that the 7-Haight should be extended as far as possible, and the 7-Haight temporarily operated under diesel power with the objective that the service provided by the 71-Haight-Noriega would be electrified.**

Mr. Straus explained that the ridership aboard the 71-Haight-Noriega was substantially higher than the other lines on Haight Street and enhanced service of this line was being proposed. He stated that overall the proposal was reducing both trolley and diesel service. More trolley service was being reduced as a result of the structure of the service lines but diesel service was being reduced and diesel service was not being increased.

Pa Ra (a member of the public) commented that he had basic concern regarding the procedures, the possibility that the budget assumptions made might not occur and a larger deficit would be projected requiring more service cuts. He asked if there was an alternative plan regarding the possibility of the need for greater service cuts. Mr. Straus stated that the numbers used were based on estimates. He commented that if additional changes were needed, schedule adjustments could be made that do not require formal action from the MTAB.

Mr. Ra commented that he had concerns about the 71-Haight-Noriega replacing the 7-Haight. He stated that during the morning hours he has observed the 7-Haight carrying a full load during the morning commute hours.

Mr. Ra raised concern about the number of Street Inspectors and the need for training.



The Committee discussed the changes affecting the 54-Felton, 67-Bernal Heights, F-Market "shuttle" service, and the 1-California.

Mr. Ra commended Mr. Straus for his participation in explaining the proposed service adjustments during the community meetings.

**Ms. Drennen suggested that the 26-Valencia should be eliminated.** Mr. Straus stated the 26-Valencia is the only line on Valencia Street, as well as in the hilly area where it operates on Chenery Street south of 30<sup>th</sup> Street.

**The Chair asked Committee Members who desired data on specific lines should contact him.**

**6. Long-Term Plan Regarding the Electrification of the 71-Haight-Norega and 12-Folsom Service Lines** (Agenda Item 6 – Discussion/Action). Mr. Straus stated that he had been working to advance the electrification of lines. He explained that Muni has an electrification plan that identifies both service lines for electrification as well as other lines such as 9-San Bruno and expanding the 47-Van Ness. He referred to the electrification plan and remarked that the 71-Haight-Norega was under review for electrification. He commented on the financial budgeting aspect needed to advance electrification of lines.

Responding to Mr. Ra's question concerning the cost for electrifying the 71- Haight-Norega, Mr. Straus stated that the current official estimate was \$35M and includes the vehicles. Conceivably, about \$22M in funding for the project was available with \$10M from Proposition K and about \$12M attainable from the trade-in of diesel buses. He advised that there were those that strongly believed that the \$35M official estimate could be reduced.

Mr. Straus stated that the electrification of the 9-San Bruno, exclusive of vehicles, was estimated at \$47M and the 47-Van Ness was estimated at about \$17M.

Mr. Straus mentioned that a similar issue exists from the proposed service adjustment in choosing the 12-Folsom (a diesel line) as an alternative replacement of the 3-Jackson (an electric line). He explained that additional overhead wire would have to be installed and a possible reconfiguration of the line might be required.

Mr. Straus expressed the opinion that a single electrification candidate project should be developed and moved into real time as an actual project. He commented that it would be appropriate for the Council to formally make a recommendation regarding the general electrification issue, any of the separate identified lines in the plan or any line for electrification.

**7. Master Plan – New Housing Element Affect Along Transit Corridors** (Agenda Item 7 – Discussion/Action). The Chair stated that the Council expressed



concern about the development of housing units along transit corridors. Mr. Straus stated that the issue evolves from the City Planning housing element that encourages increased densities along transit lines. He expressed the opinion that density was a very sensitive topic in neighborhoods, transit-oriented development was a very sound environmental concept, and care should be taken to not create a situation where neighborhoods begin to oppose transit improvements because City Planning might have established too tight a nexus with financial redevelopment.

The Committee Members discussed the influence community activists and residents' reaction had had on neighborhood rail transit proposals and the impact of real estate development.

**8. Review Draft Letter of Appreciation from MTA CAC to San Francisco County Transit Authority (SFCTA/TA) Concerning Strategic Analysis Report on Transportation System Level of Service (LOS) Methodologies** (Agenda Item 8 – Discussion/Action). The Secretary distributed copies of letters drafted by Ms. Drennen and a formalized draft of the letters. The Secretary stated that Daniel Murphy (Council Chair) made the following editorial changes:

**Letter to Luis Moscovich**

Replace last sentence in second paragraph with "**Additionally, we look forward to the continued involvement of the nonprofit advocacy groups who had such a vital hand in this issue.**"

**Please contact Paul Czechowicz (MTA CAC Liaison) at 1(415) 554-4136 or email [paul\\_czechowicz@ci.sf.ca.us](mailto:paul_czechowicz@ci.sf.ca.us) to schedule a presentation to the MTA CAC by SFCTA Staff."**

**Ms. Vincent moved the following motion, which was seconded by Mr. Rolfe:**

**Motion to Adopt: That the Committee adopts the draft letters with changes.**

**The Motion to Adopt passed.**

Bruce Oka, Emily Drennen, Steve Ferrario, Norman Rolfe, Dorris Vincent voted **yes**; Nia Crowder, Ellen Hayes **absent**.

**The Chair asked the Council's Secretary to finalize draft letters and calendar letters as an agenda item for the Council's consideration at its next meeting (April 1<sup>st</sup>).**

**9. Committee Members' Questions/Information Requests** (Discussion/Action - Agenda Item 9). No questions/information requests were submitted.

**10. Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar** (Agenda Item 10). The Secretary announced that the Committee's next meeting would be scheduled for Monday, April 19, 2004, 401 Van Ness, Room 334 (Conference Room 335) at 5:30 p.m.

**The Chair asked Committee members to submit suggested agenda item topics for the committee's next meeting directly to the Chair or to the Council's Secretary.**

**The Chair stated that the referred and deferred items from the Committee's Tentative Topic Calendar would be scheduled for the Committee's next meeting.**

**11. Adjournment** (Agenda Item 11). The meeting adjourned at 7:15p.m.

Attachment:

Agenda Item 1 –

Pro Tempore Committee Appointment (Steve Ferrario)

Agenda Item 5 –

Muni Proposed Service Adjustments Summer 2004 (Take One Flyer)

Proposed Muni Service Adjustments Summer/Fall 2004

Service Adjustments Meetings (Monday March 15, 2004)

Weekday Lines – 7A-9A, 4P-6P – True Load Factors

Agenda Item 8 -

Draft letters to SFCTA (Daniel Murphy email dtd March 15, 2004 4:37am)







**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

**Notice of Regular Meeting and Agenda  
for**

**Monday, April 19, 2004 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

DOCUMENTS DEPT.

**Members:**

Bruce Oka (Chair), Nia Crowder, Emily Drennen,  
Ellen Hayes, Norman Rolfe, Dorris Vincent

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**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey,  
Steve Ferrario, Daniel Murphy, Cesar Perez, Dan Weaver  
(1 Vacancies)

**Notes:**

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The MTA CAC may be contacted as follows:



401 Van Ness Avenue - Room 334 - San Francisco, CA. 94102-4524  
☎ (415) 554-6873 FAX (415) 554-4103



### **Disability Access**

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, April 19, 2004 at 5:30 p.m.**  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	5:30
<b>2.</b>	<b>Adopt Minutes of March 15, 2004</b> [Attachment] (Discussion/ Action)	5:31
<b>3.</b>	<b>Public Comment</b>	5:35
<b>4.</b>	<b>Report of the Chair</b> (Discussion/Action)	5:40
<b>5.</b>	<b>29-Sunset and 82X-Presidio &amp; Wharves Express Route Services Lines Changes</b> (Discussion/ Action) (Note: Item deferred from PMC's meeting of October 20 <sup>th</sup> ) Peter Straus (Manager, Service Planning [Muni])	5:45
<b>6.</b>	<b>Municipal Railway (Muni) Service Adjustment Follow up</b> [Attachment] (Discussion/ Action) (Note: Item referred from MTA CAC meeting of April 1st)	6:05
<b>7.</b>	<b>MTA CAC Liaison with San Francisco County Transit Authority (SFCTA) Geary Corridor Study Citizens Advisory Committee</b> (Note: Item referred from Council's meeting of October 2 <sup>nd</sup> )	6:25
<b>8.</b>	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:35
<b>9.</b>	<b>Schedule Upcoming Meetings and Agenda Items</b> (Discussion/ Action) Next regular meeting: Monday, May 17, 2004, 401 Van Ness, Room 334 (Conference Room 335), 5:30 pm.	6:40
<b>10.</b>	<b>Adjournment</b>	6:50

Attachments:

Agenda Item 2 –

Draft PMC Minutes of March 15, 2004

Agenda Item 6 -

Failed Motions from the MTA CAC meeting of April 1, 2004 referred to the EMC for reconsideration



**City & County of San Francisco  
Municipal Transportation Agency  
Citizens Advisory Council**

**Planning & Marketing Committee (PMC)**

**Tentative Topic Calendar**

**Follow-up Item:**

**August 2004** - San Francisco County Transit Authority (SFCTA/TA) Strategic Analysis Report on Transportation System Level of Service (LOS) Methodologies.  
Suany Chough (Planner, Capital Planning & Grants [Muni])



**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

**Notice of Regular Meeting and Agenda  
for**

**Monday, June 21, 2004 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen,  
Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey,  
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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, June 21, 2004 at 5:30 p.m.**  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	5:30
<b>2.</b>	<b>Adopt Minutes of April 19, 2004</b> [Attachment] (Discussion/Action)	5:31
<b>3.</b>	<b>Public Comment</b>	5:35
<b>4.</b>	<b>Report of the Chair</b> (Discussion/Action)	5:40
<b>5.</b>	<b>San Francisco Bicycle Plan 2004 Update</b> (Discussion/Action) Department of Parking & Traffic (DPT) Bicycle Program Staff	5:45
<b>6.</b>	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:05
<b>7.</b>	<b>Schedule Upcoming Meetings and Agenda Items</b> [Attachment] (Discussion/ Action) Next regular meeting: Monday, July 19, 2004, 401 Van Ness, Room 334 (Conference Room 335), 5:30 pm.	6:10
<b>8.</b>	<b>Adjournment</b>	6:15

Attachments:

Agenda Item 2 –

Draft PMC Minutes of April 19, 2004

Agenda Item 7 -

Tentative Topic Calendar





**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (CAC)**

**Planning & Marketing Committee (PMC)**  
(Formerly Service Design & Marketing Committee [SDMC])

**Notice of Regular Meeting and Agenda  
for**

**Monday, November 15, 2004 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, CA**

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**Members:**

Bruce Oka (Chair), Emily Drennen,  
Ellen Hayes, Norman Rolfe, Dorris Vincent

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**Regular Meeting**

**Monday, November 15, 2004 at 5:30 p.m.**  
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<b>3.</b>	<b>Report of the Chair</b> (Discussion/Action)	5:40
<b>4.</b>	<b>Service Planning Update</b> (Discussion/Action)	5:50
<b>5.</b>	<b>Recommending that The Paratransit Coordinating Council fall under the jurisdiction of the MTA CAC</b> (Discussion/Action)	6:05
<b>6.</b>	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:15
<b>7.</b>	<b>Schedule Upcoming Meetings and Agenda Items</b> [Attachment] (Discussion/ Action) Next regular meeting: Monday, January 17, 2005, 401 Van Ness, Room 334 (Conference Room 335), 5:30 pm.	6:25
<b>8.</b>	<b>Adjournment</b>	6:40







**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

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*Agenda*  
**Notice of Cancellation of Regular Meeting**  
for

**Monday, December 20, 2004, 5:30 PM**  
**401 Van Ness Avenue, Room 334 (Conference Room 335)**  
**San Francisco, CA**

12-15-04 P03:13 RCV

**Committee Members:**

Bruce Oka (Chair), Emily Drennen, Ellen Hayes, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary F. Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

**The Planning & Marketing Committee (PMC)** [formerly the Service, Design and Marketing Committee (SDMC)] **will not hold its regular scheduled meeting, Monday, May 17, 2004 at 5:30PM. No agenda for this meeting was posted and distributed in advance.**

Please contact Vincent Dunlap (Council Secretary) at (415) 554-6873 should you have any questions.

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**PMC February 28, 2005, notice of cancellation**

**The Planning and Marketing Committee meeting scheduled for Monday, February 28, 2005  
has been cancelled.**

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**PMC March 21, 2005, agenda**

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**City and County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda**  
**for**

**Monday, March 21, 2005, 5:30 PM**  
**401 Van Ness Avenue, Room 334 (Conference Room 335)**  
**San Francisco, California**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

### **AGENDA**

**Regular Meeting  
Monday, March 21, 2005 at 5:30p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>• 1</b>	<b>Call to Order/Roll Call</b>	<b>5:30</b>

• 2	<b>Review and Adopt PMC Minutes of November 15, 2004</b> (Discussion/ Action)	5:35
• 3	<b>Public Comment</b>	5:40
• 4	<b>Report of the Chair</b>	5:45
• 5	<b>“Yield To Bus” Law –What would it take to enact law in SF</b> (Discussion/Action)	5:50
• 6	<b>Pedestrian Countdown Signals on Van Ness Avenue</b> (Discussion/Action)	6:05
• 7	<b>Service Planning</b> (Discussion/Action) Peter Straus (Manager, Service Planning)	6:20
• 8	<b>BRT Geary Corridor &amp; Van Ness Avenue</b> (Discussion/Action)  Suany Chough (Capital Planning & External Affairs)	6:35
• 9	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:55
• 10	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for April 18, 2005,  401 Van Ness, Room 334 (Conference Room 335), 5:30 p.m.	7:00

• 11	Adjournment (Estimate)	7:10
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Attachments:

Agenda Item 2 –

Draft PMCS Minutes, November 15, 2004

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**PMC March 21, 2005, minutes**

# City and County of San Francisco

## Municipal Transportation Agency

### Citizens' Advisory Council (MTA CAC)

### Planning, Marketing Committee (PMC)

**FINAL MINUTES**  
of  
**Regular Meeting**

DOCUMENTS DEPT.

**Monday, March 21, 2005 at 5:30 p.m.**  
**401 Van Ness Avenue, Room 334 (Conference Room 335)**  
**San Francisco, California**

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**1. Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 5:32 p.m., Monday, March 21, 2005. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** Dorris Vincent.

**PMC Absent:** Dorris Vincent.

**MTA CAC Members, not on this committee, but also present:** Daniel Murphy (mta cac chair), and Steve Ferrario.

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Debra Reed (MTA CAC Secretary), Peter Straus (MUNI Manager of Service Planning), and Suany Chough (MUNI Transit Planner).

**Community Representatives Present:** None

**2. Adopt Minutes of November 15 2004:**

**Motion** to adopt the February minutes by Norman Rolfe, with spelling corrections.

**2nd** by Emily Drennen

CAC passed unanimously

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** None

**4. Report of the Chair:** Bruce Oka (PMC Chair)

MUNI's policy on boarding through the front door to pay fare versus the popular practice by operators to allow boarding through the rear due to crowding, assuming that those patrons already have their proof of payment, has also given rise to fare dodgers using rear door boarding opportunities for fare evasion purposes. Enforcing front door boarding will be difficult. Daniel Murphy responded that the basic concern from last week's Finance meeting was on the size of this problem, i.e. a 3% problem versus a 20% problem. In cases of MUNI employees (working in pairs) on limited duty given the assignment to redirect boarders coming through the rear door to board from the front, there has been noted an increase in revenue from those lines.

In view of MUNI's current budget situation this issue needs to be looked into. MUNI has been considering whether to use MUNI's fare checkers or use SFPD for enforcement purposes as fare checkers. Funding is a concern as SFPD are on a different pay scale than MUNI's fare checkers. Fare evasion will be further discussed in April's MTA CAC meeting.

**5. "Yield to Bus" Law – What would it take to enact law in SF:** (Discussion/Action)

Peter Straus (Manager of Service Planning)

State legislation passed the "Yield to Bus" Law in California for various counties. While there is legislation formally before the Legislature which allows any county to add themselves for this law, current information from our Legislative Liaison, was that with politics as such, there would be "0" chance for San Francisco.

Emily Drennen commented that Santa Cruz posted "Yield to Bus" signage on the back of their buses. Mr. Straus responded that illuminated signs on the back of the buses would be a requirement for "Yield to Bus". He further pointed out funding, as there also is an associated cost for installing illuminated signs.

Ms. Drennen saw "Yield to Bus" as a significant time saver on some routes. Mr. Straus and Suany Chough recalled that there was a small study on the Van Ness lines that may give some insight as to average merge time for buses reentering into traffic from bus stops. He will forward the data by April 2, 2005, to Ms. Drennen for her meeting with Mark Lenno. Mr. Murphy suggested that with the use of educational materials about the theory of "Yield to Bus" possibly available on the WWW network that was applied by various states and counties, added with the limited data available in the Van Ness report from Mr. Straus as to how much time is being burned waiting for clearance to get back into a lane, also combined with how much time savings we get out of BRT, and what we gain from "Yield to Bus", all may help sell the idea of substantial running time gains.



#### **6. Pedestrian Countdown Signals on Van Ness Avenue: (Discussion/Action)**

No one was available for this topic.

#### **7. Service Planning: (Discussion/Action) Peter Straus (Manager Service Planning)**

Mr. Oka wanted to consider the Budget, Service Adjustments and the results.

Mr. Straus gave a status of Service Planning since the action of the MTA Board, in discernment of where things are going:

Discussion with transport workers has not resolved itself yet. The major issue is what MUNI can do in terms of the labor side.

Relatively modest headway adjustments approved in 2004 for implementation in 2004 of \$2 ½ million a year versus the budget's call for \$13 million, fall far short. It is essentially too late to do anything for FY05.

MUNI services as currently provided are actually in excess of the formal Service Standards. Reduction in these excess services would not propose overcrowding. Many of these services are currently on the table for consideration.

Daniel Murphy explained that while the budget calls for service cuts that the BOS is asking for even additional cuts to MUNI services while on the other hand asking the MTA to ease up on proposed parking changes. The CAC would like to have a good deal of involvement and input in MUNI's budget adjustment process. If the proposed parking changes of \$20 million revenue were to be voted down by the BOS, how would MUNI compensate in view of Proposition E? The scope of the cuts will be presented before the BOS in May 2005.

Bruce Oka expressed concerns about Para transit in view of increasing wait time and its impact on seniors and disabled.

Mr. Straus was expecting to present the Board something in 60 days from the time the Budget was approved February 27, 2005.

Daniel Murphy suggested that the PMC reconvene in April '05 to discuss service cuts issues. Bruce Oka and Mr. Straus should stay in constant dialog as to what is going on in the process, including proposed service cuts.

Emily Drennen suggested inviting Labor Representation to express their view of the Service Plan and the General Signup.

Mr. Straus would be available to give status on the proposal or options for the MTA CAC meeting on April 7, 2005.

#### **8. BRT Geary Corridor & Van Ness Avenue: (Discussion/Action) Suany Chough (Transit Planner)**

Ms. Chough began by distributing and reviewing the "Update on Bus Rapid Transit: Geary and Van Ness" and the "Van Ness BRT Study" handouts. (See handouts)

#### Questions and Comments from PMC

##### a) From Emily Drennen:

How was Potrero identified to be a BRT corridor over the highly utilized Mission Street corridor?

Answer: Potrero is a much wider street to accommodate BRT. Potrero was also part of the original corridor vision plan of Proposition K as a north south corridor between 3rd Street and Mission Street. Also the 9 San Bruno line itself carries a high ridership.

An example of MUNI and DPT not working together was in terms of alternative transportation such as bike lane versus transit right-of-way situations, and MUNI's fears that bike lanes would take away from MUNI. Answer: Mr. Straus responded that there was never a bike lane problem recalling that there was one alternative that they abandoned which was bikes versus MUNI, but the alternative that he felt was worth pursuing was not the bike lanes versus MUNI, but rather left turn pockets versus MUNI.

Any plans for a bike lane on Van Ness? Answer: Ms. Chough responded that while the current conceptual design does not include a bike lane due to the Polk Street bike lane serving the network area, however the plan does include bike racks and other bike amenities. With the 2 bus lanes, room for platforms, 2 travel lanes in both directions, and maintain parking; there is really no more space.

b) Daniel Murphy asked that in view of upcoming Potrero Street reorganization projects, such as bike lanes, repaving, increasing pedestrian safety, as discussed at the MTA Board was that the BRT project was projected in the far future, perhaps 20 years from now? Answer: Mr. Straus responded that the repaving project had been projected into the next 5 years with the idea that the repaving would be well along the way toward full BRT. Proposition K would not be able to cover everything, as additional funding from the MTA would need to be identified towards the BRT project in the next 10 years.

c) Bruce Oka asked about status on Geary Street bus stops being removed and moved. Answer: Ms Chough responded that when presented at the TA meeting for capital funding request, the Board recommended a different set of stops removed other than the original proposed stop configuration, which intermittently deleted 5 stops between Powell and Van Ness Streets. The new stop reconfiguration was presented before the MTA Board and approved in February 2005. Implementation is expected to be in place in April 2005.

A good deal of positive support for the Van Ness project was received from a public workshop that had been advertised on buses and at bus shelters which was well attended by a variety of representation across our diversified city. The Geary Street project has scheduled a one-day public workshop to be held at 3 different locations for April 13, 14, and 16, 2005.

#### 9. Committee Members' Questions / Information Requests: (Discussion/Action)

None.

**10. Schedule Upcoming Meetings and Agenda Items:** (Discussion/Action)

Next regular meeting tentatively scheduled for April 18, 2005, located at 401 Van Ness, Room 334 (Conference Room 335), at 5:30 p.m.

- a) Service Plan, what cuts are being proposed.
- b) Van Ness BRT.
- c) Yield to the Bus, the outcome of the meeting between Emily Drennen and Mark Lenno.
- d) Pedestrian Countdown Signals, proposed to be renamed Pedestrian Count Down Signals at Dangerous Intersections.

**11. Adjournment:** 7:23 p.m.

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**Citizens' Advisory Council**SAN FRANCISCO  
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[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda****for****Monday, April 18, 2005, 5:30 PM****401 Van Ness Avenue, Room 334 (Conference Room 335)****San Francisco, California****Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, and Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,

Griffith Humphrey, Daniel Murphy, Cesar Perez, and Dan Weaver

(2 Vacancies)

**Notes:**

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Members of the Citizens' Advisory Council who are not members of the PMC may attend Committee meeting. In the event that a quorum of the entire Council is present, this Committee shall act as a Committee of the Whole. A vote of the Committee of the Whole does not constitute final Council action. The full Council must ratify all Committee action.

The MTA CAC may be contacted as follows:

Municipal Transportation Agency, Citizens' Advisory Council

401 VAN NESS AVENUE-ROOM 334 -SAN FRANCISCO-CA. 94102-4524

**Phone (415) 554-6873 FAX (415) 554-4143**

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)  
(former Service, Design and Marketing Committee [SDMC])**

### **AGENDA**

**Regular Meeting  
Monday, April 18, 2005 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	<b>5:30</b>
<b>2.</b>	<b>Review and Adopt PMC Minutes of March 21, 2005</b>	<b>5:35</b>

	(Discussion/ Action)	
3.	<b>Public Comment</b>	5:40
4.	<b>Report of the Chair</b>	5:45
5.	<b>Pedestrian Countdown Signals at Hazardous Intersections</b> (Discussion/Action) Jack Fleck, DPT	5:50
6.	<b>Service Planning-Effects of Budget-Related Service Adjustments</b> (Discussion/Action) Peter Straus, Manager, Service Planning	6:05
7.	<b>Committee Members' Questions/Information Requests</b>  (Discussion/Action)	
8.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) Next regular meeting tentatively scheduled for May 16, 2005, 401 Van Ness, Room 334 (Conference Room 335) 5:30 p.m.	6:35
9.	<b>Adjournment</b>	6:55

Attachments:

Agenda Item 2 –

Draft PMC Minutes, March 21, 2005

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# City and County of San Francisco Municipal Transportation Agency Citizens' Advisory Council (MTA CAC) Planning, Marketing Committee (PMC)

## FINAL MINUTES of Regular Meeting

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Monday, April 18, 2005 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 5:46 p.m., Monday, April 18, 2005. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, Norman Rolfe and Dorris Vincent.

**PMC Members Present, but absent at Roll Call:** none.

**PMC Absent:** none.

**MTA CAC Members, not on this committee, but also present:** Daniel Murphy

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Peter Straus (MUNI Manager of Service Planning), Debra Reed (MTA CAC Secretary), and Frank Markowitz (DPT Pedestrian Program Manager, Transit Planner IV).

**Community Representatives Present:** None

2. **Adopt Minutes of March 21, 2005:**

**Motion** to adopt the March 21, 2005 minutes with one word deletion in Item 7.

**2nd** by Dorris Vincent  
CAC passed unanimously

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**

None.

**4. Report of the Chair:** Bruce Oka (PMC Chair)

No report at this time.

**5. Pedestrian Countdown Signals at Hazardous Intersections:** Frank Markowitz (DPT Pedestrian Program Manager, Transit Planner IV)

Mr. Markowitz displayed a map indicating pedestrian injury collisions, 1999-2003 and PedSafe Zones. In a 5-minute presentation he highlighted the progress of the pedestrian countdown signal replacement project. San Francisco is one of the national leaders installing the countdown signals, now working at 660 intersections. A pilot study on some of the initial installations noted improvements ranging from a slight decline to as much as an impressive 52% reduction in pedestrian collision. With the Proposition K sales tax as a major funding source, the estimated completion time for equipping traffic signals with Pedestrian Count Down signals is 5 to 10 years.

**a) Emily Drennen's E-mail question:**

*When would countdown signaling be installed at dangerous intersections such as 18th & Dolores and the Van Ness corridor?* Answer: Mr. Markowitz responded that 1) by State law the 18th & Dolores streets intersection is high priority because of being near a school. After completing the necessary street construction, conduit, piping and wiring, the pedestrian signal is expected to be installed by 2006/2007. 2) For the Van Ness corridor, since it is a state highway route, the funding is shared with CalTrans, however San Francisco is still seeking its share of funding to complete Van Ness. 19th Avenue and the Park Presidio Route 1 were already funded projects.

**b) Daniel Murphy** asked for the remaining number of signal lights yet to be equipped with pedestrian countdown signals. Answer: 300 plus intersections to be completed over the next 5 years.

**Resolution** from Emily Drennen:

WHEREAS, a pilot study undertaken by DPT found that 90% of the public approved of the new pedestrian countdown signal heads; and

WHEREAS, San Francisco is a national leader in installing pedestrian countdown signals; and

WHEREAS, locations with new pedestrian countdown signals see a 52% average reduction in pedestrian injuries; and



WHEREAS, the costs to retrofit and/or to install new pedestrian countdown signals are very low in relation to their benefit;

THEREFORE BE IT RESOLVED, that the MTA CAC urges the Transportation Authority to prioritize installation of new and retrofitted pedestrian countdown signals, especially in areas with high pedestrian traffic, high pedestrian injuries and/or deaths and near schools.

**Motion** to accept the above resolution by Dorris Vincent.

**2nd** by Norman Rolfe  
CAC passed unanimously

**6. Service Planning-Effects of Budget-Related Service Adjustments:** Peter Straus (Manager of Service Planning)

Mr. Straus distributed and reviewed the April 14, 2005 memorandum from Michael T. Burns "Potential Service Adjustments in Accordance with FY06 Budget" which will also be presented to the MTA Board of Directors, basically outlining 7% of MUNI services to be cut. Because of the magnitude of the changes there will be a General sign-up, where drivers can switch between divisions. Implementation for the changes and sign-up are scheduled for August 27, 2005.

**Comments from the PMC**

a) Comments and questions from Emily Drennen:

Coalition for Transit Justice along with several other organizations are in the outreach process of uniting in a platform focused on raising of parking fees and fines, with no cuts in service and no fare increases. Norman Rolfe added that the Senior Action Network would certainly be interested in participating.

Previously MUNI staff presentations highlighted "no layoffs" yet the news media announced 200 MUNI employees to be laid off. Answer: Mr. Straus responded that the 200 number is the estimated maximum (50 part-time positions and 150 full time positions) which is still up for discussion, depending on savings from other areas, such as, attrition, reducing overtime built into runs, reducing or eliminating paid driver assignments other than driving (fare collection at CalTrain stations, etc.), and other efficiency and service measures. MUNI has not had much success with Union management dealing with the realities of the budget.

Ms. Drennen asked had Labor representation identified different alternatives? Answer: Mr. Straus responded that he could not comment regarding those discussions at this time.

b) Comments and questions from Daniel Murphy:

Parking fees and fines were a strong source of revenue, however the Board of Supervisors was very resistant to proposed increases.

The agreement of no layoffs based on concessions from labor on efficiencies with an agreement to

do a "sign up" was refused by Union management. The "3 and 3" early retirement would hurt MUNI being that senior operators are disproportional, concentrated in cable car services and railcars. It would take time to fill the vacated positions due to complicated training along with dropouts. Junior drivers hoping to improve their positions are very unhappy. Answer: Mr. Straus responded that Union management has been firm in their stand, resulting in those less senior members feeling the weight of budget adjustments.

c) Dorris Vincent commented that drivers she has spoken with were looking forward to the "3 and 3" retirement offer.

d) Bruce Oka commented that seniors citizens and wheelchair users would be negatively affected especially during commute hours by the longer waits, crowding and pass ups. Mr. Oka invited Mr. Straus to the MAAC (MUNI Accessibility Advisory Committee) on Thursday, April 21 or May 19, 2005, from 1:00 p.m. to 3:00 p.m., 1449 Webster Street, San Francisco.

#### **7. Committee Members' Questions/Information Requests: (Discussion)**

Emily Drennen announced that Walk SF was having a pedestrian protest on Tuesday, April 19, 2005, at 12:30 p.m., at Mission and Debuze streets. The protest would focus on lack of pedestrian access at construction sites.

#### **8. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: May 16, 2005, at 401 Van Ness Avenue, Room 334 (Conference Room 335), at 5:30 p.m.

- Yield to Bus – Peter Straus

#### **9. Adjournment: 7:34 p.m.**

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**PMC May 16, 2005, agenda**

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**Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda**

**for**

**Monday, May 16, 2005, 5:30 PM**

**401 Van Ness Avenue, Room 334 (Conference Room 335)**

**San Francisco, California**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, and Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
 Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
 (2 Vacancies)

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Municipal Transportation Agency, Citizens' Advisory Council

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)  
(former Service, Design and Marketing Committee [SDMC])**

### **AGENDA**

**Regular Meeting  
Monday, May 16, 2005 at 5:30p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	5:30

2.	<b>Review and Adopt PMC Minutes of April 18, 2005</b> (Discussion/ Action)	5:35
3.	<b>Public Comment</b>	5:40
4.	<b>Report of the Chair</b>	5:45
5.	<b>Service Planning-Effects of Budget-Related Service Adjustments</b> (Discussion/Action) Peter Straus (Manager, Service Planning)	5:50
6.	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:20
7.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) Next regular meeting tentatively scheduled for June 20,2005, 401 Van Ness, Room 334 (Conference Room 335) 5:30 p.m.	
8.	<b>Adjournment</b>	

Attachments:

Agenda Item 2 –

Draft PMCS Minutes, April 18, 2005



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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

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**FINAL MINUTES**

**of**

**Regular Meeting**

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**Monday, May 16, 2005 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

**1. Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 5:45 p.m., Monday, May 16, 2005. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** Dorris Vincent (arrived at 6:00 p.m.)

**PMC Absent:** none

**MTA CAC Members, not on this committee, but also present:** Daniel Murphy

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Peter Straus (MUNI Manager, Service Planning), and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** None

**2. Adopt Minutes of April 18, 2005:**

**Motion** to adopt the April minutes by Emily Drennen, with word/spell change.

**2nd** by Norman Rolfe

CAC passed unanimously (see Roll for the Ayes)

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** none



#### **4. Report of the Chair: Bruce Oka (PMC Chair)**

Para Transit Debit Card procurement process. Global Systems failed to get bonded. Therefore the bidding process may need to start over for a contract, resulting in another year delay in addition to the already 5 years of waiting. Mr. Oka would prefer that MUNI proceed to work with the number 2 bidder for a contract rather than starting over.

MAAC was meeting Thursday, May 19, 2005, at 2640 Geary for a tour of the 3rd Street Light Rail.

#### **Questions and Comments from PMC**

a) Emily Drennen asked about using Translink. Mr. Oka responded that MUNI was of the opinion that Translink will not work in the Para Transit System.

b) BART is considering drastically cutting back on discount fares for Disabled and Senior patrons. Norman Rolfe responded that BART previously offered 70%. The Federal law minimum requirement is a 50% discount. Daniel Murphy added that with Proposition P, FDA requires a 50% discount minimum in order to get FDA monies. ADA does not apply. The MTA CAC has no jurisdiction over BART to take action regarding BART discounts.

#### **5. Service Planning-Effects of Budget-Related Service Adjustments: (Discussion/Action) Peter Straus, MUNI Manager, Service Planning**

Additional funding has become available to the MTA for next year as a result of the Controller's completion of assessment of the 3rd Quarter fiscal assessment of the City's revenue stream. A little better than \$9 million total, of which \$2.6 million of the fund is being directed to the current FY05 and the remaining \$6.6 million towards the coming FY06. 1) Contractors rate increase and 2) Residential Parking Permits increased from \$27 to \$70. 3) Meters would be increased from \$.50 to \$1.00 per hour. 4) Fines for meters would be increased by \$5 instead of the proposed \$15. 5) MUNI discount passes increased from \$10 to \$12. 6) Schedule of services for the L Taraval would remain the same, no reduction in frequency.

Daniel Murphy commented that already the \$4.5 million was spent by the BOS on reducing the increases for parking fines and fees. \$900,000 spent to maintain Owl services. \$1.1 million spent to save the cash fare increases for Senior, Disabled and Youth fares. Other service cuts are still on the table. The remaining \$2.7 million is still to be decided for allocation, perhaps a portion used to backfill current fiscal service.

#### **Questions and Comments from the PMC and CAC members**

a) Dorris Vincent asked if any savings has been realized since MUNI service has been terrible. Answer: Yes. MUNI has not hired any new operators. Without the full complement of extra board of operators, there is no full replacement service, and no overtime to fill runs to cover openings due to retirement, sick time, vacation, etc.

The FY05 Budget could not support all of the services that MUNI offered, due to the shortage of

operators, supervisors, street inspectors, etc., all throughout the railway there are shortages in many of the functions. Daniel Murphy pointed out that MUNI could not do a signup along with the unexpected surge of increase in fuel prices. The service has been ragged due to minimal resources for the current schedule of services, but in the August 27, 2005 signup, MUNI will roll out new service schedules based on the resources on hand to adequately provide those services.

b) Emily Drennen asked, politically, is there any chance of not increasing fares? Answer: Daniel Murphy responded that with the fare increase MUNI would yield \$13.2 million. On the other hand, if MUNI avoided fare increases there would be the Controller founded \$9.2 million, and MUNI would need to find \$4 million elsewhere, such as, executing all the service cuts, L Taraval service cuts, and reintroduce neighborhood increases in meter fees and parking fines. However, Mr. Straus pointed out that without the revenue from fare increase, MUNI would still face a financial hole for next year.

c) Bruce Oka recalled that Mayor Gavin Newsom said that he would not be happy with increasing fares for Seniors, Disabled and Youth. Daniel Murphy commented that to avoid raising discount fast passes would take up approximately \$1 million of the \$2.7 million remaining of the lump sum from the Controller.

d) Daniel Murphy asked about the feedback as to whether to run the 54 Felton to the Daly City BART or to run to State College. Answer: Mr. Straus responded that strong comments from a City College meeting indicated that it was important for the 54 Felton to continue to operate to the Daly City BART.

#### **6. Committee Members' Questions/Information Requests: (Discussion)**

Emily Drennen asked what technology are some of the other transit agencies using for transit scheduling and incident management, etc., and how does MUNI's technology compare. Daniel Murphy responded that Trapeze implementation might prove interesting. NextBus, paired along with Trapeze promises substantial improvements.

#### **7. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: June 20, 2005, at 401 Van Ness Avenue, Room 334 (Conference Room 335), at 5:30 p.m.

a) Jerry Robbins' Golden Gate Concourse should be scheduled for the next PMC meeting before it is brought to the full CAC

b) Peter Straus with Budget related Service Adjustments updates

c) Dorris Vincent would like a guest speaker to address the subject of art of young persons being featured at platforms of the 3rd Street Light Rail. Daniel Murphy responded that problems with the 4th Street Bridge took up much of the 3rd LRV project's funding. Due to complications with the Bridge portion of the project, the opening date has been pushed back from 2005 to July 2006. There is, however, a legal requirement for a certain amount (2%) set aside for public art in any capital work project.

d) Para transit debit card.

8. **Adjournment:** 6:48 p.m.

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**PMC June 20, 2005, agenda and notice**

## Agenda and Notice

**City and County of San Francisco****Municipal Transportation Agency****Citizens' Advisory Council****Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for****Monday, June 20, 2005, 5:30 PM****401 Van Ness Avenue, Room 334 (Conference Room 335)****San Francisco, California****Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,

Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver

(2 Vacancies)

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**AGENDA****Regular Meeting****Monday, June 20, 2005 at 5:30p.m.****401 Van Ness Avenue, Room 334 (Conference Room 335)****San Francisco, California**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	5:30
2.	<b>Review and Adopt PMC Minutes of May 16, 2005</b> (Discussion/ Action)	5:35
3.	<b>Public Comment</b>	5:40
4.	<b>Report of the Chair</b>	5:45
5.	<b>SRTP Presentation</b> (Discussion/Action) Duncan Watry	5:50
6.	<b>Golden Gate Park Concourse Draft Plan</b> (Discussion/Action) Jerry Robbins	6:10
7.	<b>Service Planning Updates</b>  (Discussion/Action) Peter Straus (Manager, Service Planning)	6:30
7	<b>Committee Members' Questions/Information Requests</b>  (Discussion/Action)	6:50

8	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) Next regular meeting tentatively scheduled for July 18, 2005, 401 Van Ness, Room 334 (Conference Room 335) 5:30 p.m.	6:55
9.	<b>Adjournment</b>	7:00

**Attachments:**

Agenda Item 2 –

Draft PMCS Minutes, May 16, 2005

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**PMC June 20, 2005, minutes**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

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**FINAL MINUTES**

of

**Regular Meeting**

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**Monday, June 20, 2005 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

**1. Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 5:33 p.m., Monday, June 20, 2005. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** None

**PMC Absent:** Emily Drennen, and Dorris Vincent.

**MTA CAC Members, not on this committee, but also present:** Daniel Murphy – pro temp for Emily Drennen, Memorandum attached.

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Debra Reed (MTA CAC Secretary), Jerry Robbins (DPT-AICP, Principle Transportation Planner), Peter Straus (MUNI Manager of Service Planning), and Duncan Watry (MUNI Transit Planner).

**Community Representatives Present:** None

**2. Adopt Minutes of May 16, 2005:**

**Motion** to adopt the February minutes by Norman Rolfe, with corrections.

**2nd** by Daniel Murphy

CAC passed unanimously (Ayes – Oka, Murphy (Pro Temp), and Rolfe)

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** None

#### **4. Report of the Chair: Bruce Oka (PMC Chair)**

Mr. Oka reported that there is still no word regarding Debit Card transit for Para transit. He will continue his assertive investigation.

#### **5. SRTP Presentation: (Discussion/Action) Duncan Watry (MUNI Transit Planner)**

Mr. Watry began by distributing and reviewing the power-point presentation of the Draft FY2006 SRTP (Short Range Transit Plan). Copies of the booklet entitled Draft SRTP FY2006-2025 were previously mailed out to the CAC early June 2005. The booklet gave status on various MUNI projects throughout the city, such as the 3rd Street Light Rail project, the Central Subway, Bus Rapid Transit projects, as well as information on Proposition E Service Standards, the Capitol Improvement Plan (CIP), covering Fleet program, Infrastructure program, Facilities, Equipment and various aspects of the CIP. Thanks to input from the MTA CAC during 2004, the section entitled "Operating Budget Benefit" was added, dealing with applying check marks to those projects that have a direct benefit on the Operating budget.

In looking at the schedule for the Draft SRTP, the formal Public review period expires July 19, 2005. July 19, 2005 there will be a hearing at the MTA Board where there will be a last opportunity for public comment before the closing. A presentation was also scheduled for the MTA CAC. All input will be considered before preparing the Final of the SRTP, scheduled for adoption in August/September of 2006.

#### **Questions and Comments from the PMC**

Daniel Murphy:

Since FTA looks at a 30-year projection, why is the SRTP a 20-year document and not a 30-year document as with FTA? Answer: Space. The actual data is prepared as a 30-year document, but for printing purposes, the last 10 years were truncated. Basically the last 10 years of data reflect the same as current trends and become very minor in meaningful information as merely speculation.

Narratives in the SRTP made the document easy reading. It would be helpful to have simple abbreviated information on the timeframe and how soon the shortfall would be coming. Answer: Projects are a mixture of timeframes with projects and sub-projects within projects. Mr. Duncan would be considering how schedules could also be included in the report.

Norman Rolfe:

Is the new Overhead facility better located for servicing emergencies? Answer: Basically service trucks are already out and about in the City working on various trouble reports. Facility location would not be a factor since they are not waiting in a parking lot for dispatch calls.

An observation, MUNI seems to purchase large quantities of vehicles simultaneously, but then the vehicles seem to break down at the same time. Answer: Some of the purchases are in large quantities; however there also are smaller incremental purchases. For Trolley coaches, however, there are so few trolley coach manufacturers that are allowed to bid in the United States that a



small order would be considered unattractive to companies and would therefore go unfilled without a bid.

#### **6. Golden Gate Park Concourse Draft Plan: (Discussion/Action) Jerry Robbins**

Mr. Robbins began by distributing and reviewing the Golden Gate Park Concourse Projects Transportation Management Plan, dated May 18, 2005, addressing the flow of transit, traffic, bicycles, disabled, pedestrians, tour buses, parking, etc. The de Young and the underground 800-space garage that were approved by Proposition J were scheduled to open October 2005. Regular meetings were progressing between the Concourse Authority, Park and Recreation, the Police department, Peter Straus, and neighborhood representatives.

Daniel Murphy asked, what would be the plan for allowing MUNI traffic through the Concourse area, and what are some of the outstanding challenges? Answer: Options under consideration were to 1) Allow any traffic through the Concourse area, 2) Close the Concourse area to thorough traffic, 3) Allow passenger pickup and drop off by private automobiles while discouraging thorough traffic by means of gates, turn restrictions, etc. There was a lawsuit regarding the Southern entrance, of which the Judge ruled that providing a dedicated access and egress from outside the park would be acceptable. This might mean changing the single lane both directional street into 2 lanes in each direction by removing parking. Lawsuits are still pending. More rulings were expected from the Judge.

#### **7a. Service Planning Updates: (Discussion/Action) Peter Straus**

Mr. Straus began by distributing and reviewing the Summary of 2005 Planned Service Adjustments handout. Schedule preparations had begun including minor adjustments with proposed schedules for Saturday, Sunday and holidays. August 27, 2005 would be the effective date for the Sign Up when new schedules would go into effect.

Haight Ashbury Neighborhood Council (HANC) expressed concerns over possible reduction of service. Therefore the 7 Haight line, and the 71 Haight-Noriega line would be spared reductions during the weekends with increase of 71 Haight-Noriega service to the Sunset areas, on the other hand, reductions would be in effect during week days, with the 7 Haight only running during peak hours.

#### **7b. Committee Members' Questions/Information Requests: (Discussion)**

Daniel Murphy met earlier today with the Executive Recruiter for the replacement of MUNI's Executive Director, Michael T. Burns. Anybody with feedback to be passed along to the Recruiter should contact Mr. Murphy.

#### **8. Schedule Upcoming Meetings, Agenda Items, and Develop Tentative Topic Calendar: (Discussion/Action)**

Next regular meeting: July 18, 2005, at 401 Van Ness Avenue, Room 334 (Conference Room 335), at 5:30 p.m.

#### **9. Adjournment: 7:20 p.m.**

Attachments:

Item 1 – Daniel Murphy Pro Temp for Emily Drennen, memorandum signed by Chair Bruce Oka, dated June 20, 2005

Item 5 – Draft FY2006 SRTP (Short Range Transit Plan)

Item 6 – Golden Gate Park Concourse Projects Transportation Management Plan, dated May 18, 2005

Item 7 – Summary of 2005 Planned Service Adjustments handout, updated June 15, 2005

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**PMC July 18, 2005, agenda and notice**

**City and County of San Francisco**

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**Citizens' Advisory Council**SAN FRANCISCO  
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[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for****Monday, July 18 2005, 5:30 PM****401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California****Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, and Dorris Vincent

**Council Members not members of this Committee:**Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, and Dan Weaver  
(2 Vacancies)

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**City & County of San Francisco****Municipal Transportation Agency****Citizens' Advisory Council****Planning & Marketing Committee (PMC)**

(former Service, Design and Marketing Committee [SDMC])

**AGENDA**

**Regular Meeting**  
**Monday, July 18, 2005 at 5:30p.m.**  
**401 Van Ness Avenue, Room 334 (Conference Room 335)**  
**San Francisco, California**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	5:30
2.	<b>Review and Adopt PMC Minutes of June 20, 2005</b> (Discussion/ Action)	5:35
3.	<b>Public Comment</b>	5:40
4.	<b>Report of the Chair</b>	5:45
5.	<b>Report on Para transit Debit Card</b> (Discussion)	5:50
6.	<b>Service Planning Updates</b> Discussion/Action) Peter Straus (Manager, Service Planning)	6:05
7	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:45
8	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) Next regular meeting tentatively scheduled for August 15 2005, 401 Van	6:50



	Ness, Room 334 (Conference Room 335) 5:30 p.m.	
9.	Adjournment	6:55

#### Attachments:

Agenda Item 2 –

Draft PMCS Minutes, June 20, 2005

#### Notes:

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**PMC August 15, 2005, agenda and notice**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for  
Monday, August 15, 2005, 5:30 PM  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

The MTA CAC may be contacted as follows:

Municipal Transportation Agency, Citizens' Advisory Council  
401 VAN NESS AVENUE-ROOM 334 -SAN FRANCISCO-CA. 94102-4524

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Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

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**AGENDA**

**Regular Meeting**

**Monday, August 15, 2005 at 5:30p.m.**  
**401 Van Ness Avenue, Room 334 (Conference Room 335)**  
**San Francisco, California**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	5:30
2.	<b>Review and Adopt PMC Minutes of June 20, 2005, also April 19, 2004, June 21, 2004, and SDMC Minutes of January 3, 2003</b> (Discussion/ Action)	5:35
3.	<b>Public Comment</b>	5:45
4.	<b>Report of the Chair</b>	5:45
5.	<b>Report on Para transit Debit Card</b> (Discussion) Kate Toran	5:50
6.	<b>Service Planning Updates</b> Discussion/Action) Peter Straus (Manager, Service Planning)	6:05
7	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:35
8	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) Next regular meeting tentatively scheduled for September 19, 2005, 401 Van Ness, Room 334 (Conference Room 335) 5:30 p.m.	6:45

9.	Adjournment	6:55
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**Attachments:**

Agenda Item 2 –

Draft PMCS Minutes, June 20, 2005

**Notes:**

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL MINUTES**

**of**

**Regular Meeting**

**Monday, August 15, 2005 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

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**1. Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 5:39 p.m., Monday, August 15, 2005. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** Dorris Vincent arrived at 5:44 p.m.

**PMC Absent:** none

**MTA CAC Members, not on this committee, but also present:** none

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Peter Straus, (MTA Service Planning), and Debra Reed (MTA CAC Secretary).

**Community Representatives Present:** None

**2. Review and Adopt PMC Minutes of June 20, 2005, also minutes from April 2004, June 2004, and SDMC Minutes from January 2003:** (Discussion/ Action)

**Motion** to adopt June 2005 PMC minutes by Emily Drennen.

**2nd** by Norman Rolfe

PMC passed unanimously (Ayes – Oka, Drennen, and Rolfe)

**Motion** to adopt April 2004 PMC minutes by Dorris Vincent, with corrections.

**2nd** by Emily Drennen

PMC passed unanimously (Ayes – Oka, Drennen, Rolfe and Vincent)

**Motion** to adopt June 2004 PMC minutes by Bruce Oka.

**2nd** by Dorris Vincent

PMC passed unanimously (Ayes – Oka, Drennen, Rolfe and Vincent)

**Motion** to adopt January 2003 SDMC minutes by Dorris Vincent.

**2nd** by Norman Rolfe

PMC passed unanimously (Ayes – Oka, Drennen, Rolfe and Vincent)

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**

No members of the public were present for comments.

**4. Report of the Chair:** Bruce Oka (PMC Chair)

The Select Committee on Para transit, established by the Board of Supervisors, headed by Supervisor Beven Dufty, had finally chosen its advisory committee. Both Bruce Oka and Griffith Humphrey, Para transit users, would be serving as committee members. The first meeting would be held at 100 Van Ness Avenue on Monday, September 19, 2005, 1:00 p.m. to 3:00 p.m.

**5. Report on Para transit Debit Card:** (Discussion/Action)

Kate Toran was unable to attend, however she sent a summary of the latest update to the Para Transit Debit Card program (copies were distributed). The contract with GPS Data Solutions was signed in September 2004. The City Attorney and the City's Risk Manager were reviewing GPS's required bonding. The Notice to Proceed (NTD) was expected to occur in 2 weeks. MUNI was also conducting outreach to cab companies to implement the debit card project.

**Questions and Comments from PMC**

Dorris Vincent:

How would the debit card work compared to taxicab scripts? Mr. Oka responded that the debit card, which works similar to a prepaid credit card, was to replace taxicab scripts. The debit card would also include the owner's picture. Cab companies no longer wanted to handle taxicab scripts due to fraud.

Norman Rolfe:

How would the cabs process card transactions? Mr. Oka responded that MUNI was providing



equipment for all the City's taxicabs.

Emily Drennen:

MUNI already had invested large sums of money in Translink providing a fare instrument across platform; to now providing a large investment in a stand-alone instrument including cab accommodations solely for Para transit users. Ms. Drennen posed the following recommendation:

**Motion:** WHEREAS millions of dollars in regional funds have already been spent to develop Translink, a fare instrument designed to be used across transit agencies;

THEREFORE LET IT BE RESOLVED THAT, the MTA CAC urges the MTA to investigate the possibility of using Translink for Para transit fare payment instead of investing in a stand-alone debit card system.

**Moved by** Dorris Vincent

**2nd** by Norman Rolfe

PMC passed unanimously (Ayes – Oka, Drennen, Rolfe and Vincent)

**6. Service Planning Updates:** (Discussion/Action) Peter Straus (Handout)

Mr. Straus distributed and reviewed the June 2005 Service Planned map of proposed Transit routes changes for the 26 Valencia, the 52 Excelsior, and the 54 Felton lines. September 24, 2005 was the effective date for signups and September 1, 2005 for the fare change.

**7. Committee Members' Questions/Information Requests:** (Discussion)

Dorris Vincent: Concentrated hodgepodge of stoplights along 3rd Street in comparison to other areas of the City, and the timing.

**8. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting tentatively scheduled for September 19, 2005, 401 Van Ness, Room 334 (Conference Room 335) 5:30 p.m.

a) Emily Drennen: Progress of the Lifeline Pass and pricing

b) Dorris Vincent: 3rd Street corridor, Contest for the best-looking storefront.  
Promoting the Afro American Market Place, Opera House, and Monster Park (previously known as Candlestick Park)

c) Emily Drennen and Norman Rolfe: Progress on the Yield to Bus legislation, and a progress report on the Santa Clara County experiment.

**9. Adjournment:** 6:37 p.m.

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for  
Monday, September 19, 2005, 5:30 PM  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

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Planning & Marketing Committee (PMC)  
(former Service, Design and Marketing Committee [SDMC])**

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**AGENDA**

**Regular Meeting**

**Monday, September 19, 2005 at 5:30 p.m.**  
**401 Van Ness Avenue, Room 334 (Conference Room 335)**  
**San Francisco, California**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	5:30
<b>2.</b>	<b>Review and Adopt PMC Minutes of August 15, 2005</b> (Discussion/ Action)	5:35
<b>3.</b>	<b>Public Comment</b>	5:40
<b>4.</b>	<b>Report of the Chair</b>	5:45
<b>5.</b>	<b>Lifeline Pass</b> (Discussion/Action) Taylor Emerson and Chris Ruiz	5:50
<b>6.</b>	<b>3rd Street Corridor</b> (Discussion/Action)	6:05
<b>7.</b>	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	6:35
<b>8.</b>	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action)  Next regular meeting tentatively scheduled for October 17, 2005, 401 Van Ness, Room 334 (Conference Room 335) 5:30 p.m.	6:45



9.	Adjournment	6:55
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**Attachments:**

Agenda Item 2 –

Draft PMC Minutes, August 15, 2005

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**PMC September 19, 2005, minutes**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

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**FINAL MINUTES**

**of**

**Regular Meeting**

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**Monday, September 19, 2005 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

**1. Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 5:52 p.m., Monday, September 19, 2005. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** Dorris Vincent, arrived at 5:54 p.m.

**PMC Absent:** none

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Debra Reed (MTA CAC Secretary), and Taylor Emerson (MTA Principle Analyst)

**Community Representatives Present:** None

**2. Adopt Minutes of August 15, 2005:**

**Motion** to adopt the August minutes by Norman Rolfe, with correction.

**2nd** by Steve Ferrario

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Ferrario)

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**

None

#### **4. Report of the Chair: Bruce Oka (PMC Chair)**

· The Para Transit Working Group that was established by the Transportation Authority's Select Committee on Para Transit, held their first meeting September 19, 2005, at the office of the Transportation Authority. MUNI gave a presentation on its Para Transit program, detailing how the program was structured as well as pointing out the need to find new money sources as the Para transit need continued to grow. Their next meeting was scheduled for November 21, 2005.

· A luncheon honoring Paul Fishera, the Accessibility Coordinator for Accessible Services, would be held at 401 Van Ness Avenue, on September 20, 2005, retiring after 21 years of service.

#### **5. Lifeline Pass: (Discussion/Action) Taylor Emerson**

Lifeline passes, listed on the MUNI website along with telephone number 415-557-5900, had been distributed through the Department of Human Services (DHS). A regular Adult Fast Pass was priced at \$45.00, which also including BART city passage within San Francisco city limits, whereas the Lifeline Pass, without the BART privileges, was priced at only \$35.00.

Ms. Taylor began by explaining the price. The Lifeline pass was conceived during MUNI's FY05 Budget development in which the Adult pass was then under consideration for a price increase to \$50.00. During the final approval of the Lifeline pass, the Adult pass increase proposal, on the other hand, was pulled from the FY05 Budget, thus the \$35 Lifeline price.

Before the advent of the Lifeline pass, DHS purchased an average of 9,064 regular Adult passes for distribution through a number of DHS help agencies free of charge to their clients.

#### **Questions and Comments from the PMC**

Bruce Oka:

How would a person qualify to get a Lifeline pass at no cost? Answer: In September 2005 DHS distributed 9,064 Lifeline passes without cost to program participants while 193 were sold to paying customers. There were 3 ways to qualify for Lifeline passes, 1) by proxy, being enrolled in a DHS income support program, 2) enrolled in a PUC program, such as PG&E or Water (must bring a current bill), 3) provide proof of income by showing a copy of taxes, or show a personal copy of filled earned income tax credit. All DHS income-supporting programs would distribute the Lifeline pass to their eligible clients at no charge.

Mr. Oka suggested that it would encourage more users if the Para Transit Broker's office could distribute Lifeline passes to senior and disabled users. Answer: Ms. Emerson offered to research the feasibility of the Para Transit Broker's office as a vendor for Lifeline passes and report back to the CAC secretary.

Emily Drennen:

Where would Lifeline passes be distributed? Answer: DHS would be the distribution point, including annual income verification.

During the development of the Lifeline pass, was there any consideration given as to what percentage of one's income should go to transportation? Answer: There would be a different income threshold for each household depending on number of adults, number of children. Perhaps DHS may have had data on percentage of income for transportation. Ms. Emerson offered to research the question and report back to the CAC secretary.

Since MUNI was not expecting any revenue from Lifeline, would it be possible to distribute Lifeline passes at a lower rate or free? Answer: That would be up to policy makers. Passes are based on and are a part of fare revenue; a reduced price would erode fare revenue. Based on September 2005 sales figures, to issue the Lifeline passes at \$10.00, it would cost MTA \$700,000.00, but to distribute at \$35.00 it would cover MTA costs.

Norman Rolfe asked who pays for Lifeline passes? Answer: DHS pays \$35.00 on behalf of their clients enrolled in DHS programs. On the other hand, paying patrons would be those not with DHS but enrolled in different programs such as PUC and PG&E programs also those showing proof of low income through taxes.

Dorris Vincent commented that Senior, Disabled and Youth pass pricing was based on low income. Why would the Lifeline pass pricing not be based on low income? Some people have to choose between paying rent and buying food.

**Motion:** WHEREAS, San Francisco is one of the most expensive cities to live in;

THEREFORE BE IT RESOLVED THAT the MTA CAC urges the MTA to investigate reducing the cost of the Lifeline Pass to the same level as Senior, Disabled, and Youth fast passes.

**2nd** by Norman Rolfe

CAC passed unanimously (Ayes - Oka (Chair), Drennen, Rolfe, and Vincent)

**6. 3rd Street Corridor:** (Discussion/Action) Peter Straus

Mr. Oka excused Mr. Straus for item #6 since he had no new changes to report.

**7. Committee Members' Questions/Information Requests:** (Discussion)

Dorris Vincent:

On the corner of 3rd Street and Williams Street, the construction was completed, however the bus stop needs to be visibly marked.

Bruce Oka:

The outbound 38 Geary transit stop at Van Ness Avenue and Geary was moved halfway down the block. Many Para transit riders were complaining.



## 8. Schedule Upcoming Meetings and Agenda Items:

Next regular meeting: October 17, 2005, at 401 Van Ness Avenue, Room 334 (Conference Room 335), at 5:30 p.m.

· Emily Drennen suggested:

o “Way-Finding and Signage.” Since MUNI still had not produced any current transit maps, how would passengers find their way?

o A guest speaker for PMC from the Planning Department staff

· Norman Rolfe wanted to endorse Supervisor Jake McGoldrick’s suggestion to institute parking meters in the South of Market area involving Main, Spear and 2nd streets, between Harrison and Townsend streets. MTA would benefit from parking meter and garage tax revenue.

· Dorris Vincent pointed to the nightmare on 3rd Street of short blocks inundated with signal lights and permeated with No Left Turn signs. Dennis Tsai, MUNI Project Engineer

· Bruce Oka mentioned that Joe Speaks was researching information regarding Yield to Bus.

9. **Adjournment:** 7:10 p.m.

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**PMC October 17, 2005, cancellation notice**

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**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice Regular Meeting**

For  
Monday, October 17, 2005 at 5:30 p.m.

"Has Been Cancelled"  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

**Notes:**

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The MTA CAC may be contacted as follows:

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401 VAN NESS AVENUE-ROOM 334 -SAN FRANCISCO-CA. 94102-4524

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**PMC November 21, 2005, agenda and notice**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for  
Monday, November 21, 2005, 5:30 PM  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**AGENDA**

**Regular Meeting  
Monday, November 21, 2005 at 5:30 p.m.**

**401 Van Ness Avenue, Room 334 (Conference Room 335)****San Francisco, California**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	<b>5:30</b>
<b>2.</b>	<b>Review and Adopt PMC Minutes of September 19, 2005</b> (Discussion/ Action)	<b>5:35</b>
<b>3.</b>	<b>Public Comment</b>	<b>5:40</b>
<b>4.</b>	<b>Report of the Chair</b>	<b>5:45</b>
<b>5.</b>	<b>Extension of Central Subway into Northbeach Neighborhood</b> (Discussion/Action) Ken Jew	<b>5:50</b>
<b>6.</b>	<b>Report on Para transit Debit Card</b> (Discussion/Action) Annette Williams and Kate Toran	<b>6:20</b>
<b>7.</b>	<b>Service Planning Update</b> (Discussion/Action) Peter Straus (Manager, Service Planning)	<b>6:30</b>
<b>8.</b>	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	<b>6:40</b>
<b>9.</b>	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action) Next regular meeting tentatively scheduled for January 23, 2006, 401 Van Ness, Room 334 (Conference Room 335) 5:30 p.m.	<b>6:45</b>



10.	Adjournment	6:55
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Attachments:

Agenda Item 2 –

Draft PMCS Minutes, September 19, 2005

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for  
Monday, November 21, 2005, 5:30 PM  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

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**City & County of San Francisco  
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Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**AGENDA**

**Regular Meeting  
Monday, November 21, 2005 at 5:30 p.m.**

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**401 Van Ness Avenue, Room 334 (Conference Room 335)**

**San Francisco, California**

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10.	Adjournment	6:55
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Attachments:

Agenda Item 2 –

Draft PMCS Minutes, September 19, 2005

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

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**of**

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**Regular Meeting**

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**Monday, November 21, 2005 at 5:30 p.m.  
401 Van Ness Avenue, Room 334 (Conference Room 335)  
San Francisco, California**

**1. Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 5:50 p.m., Monday, November 21, 2005. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Steve Ferrario (Pro Temp).

**PMC Members Present, but absent at Roll Call:** none

**PMC Absent:** Norman Rolfe, and Dorris Vincent

**MTA CAC Members, not on this committee, but also present:** Steve Ferrario (Pro Temp)

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Annette Williams (MUNI, Manager Accessibility Services), Dean Featherling (DDS, Sr. Project Manager), Bruce Watson (DDS, Chief Financial Officer), John Thomas (MTA, Sr. Project Manager, Construction Division), and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** Andrew Sullivan (Chair - Rescue MUNI), and David Vaquez (Rescue MUNI).

**2. Adopt Minutes of September 19, 2005:**

**Motion** to adopt the September minutes by Norman Rolfe, with spelling corrections.

**2nd** by Bruce Oka

CAC passed unanimously (see Roll for the Ayes)

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** none

No one from the public present

**4. Report of the Chair:** Bruce Oka (PMC Chair)

- Les Carter was sending a letter on behalf of MAAC. The new mid-block outbound 38 Geary bus stop located at Geary between Van Ness and Polk streets poses a safety hazard for both seniors and disabled patrons. The PMC also wanted to urge the MTA to return the stop to its original Van Ness and Geary corner location.

- The Select Committee on Para Transit Working Group had a productive meeting today, September 19, 2005.

- The PMC would be considering changing the day and meeting time from evening to daytime.

**5. Extension of Central Subway into North Beach Neighborhood** (Discussion/Action) Andrew Sullivan and Andrew Sullivan with Rescue MUNI, and John Thomas (MTA, Sr. Project Mgr, Construction Division)

Mr. Sullivan distributed handouts regarding extending the Central Subway to North Beach. Mr. Thomas gave an overview of the project with a different approach to go from a shallow crossing of Market Street, to a deep crossing tunneling below BART and MUNI. MUNI was looking to build the subway project with a 4th Street alignment and find money for North Beach.

Emily Drennen:

The project was a passé agreement between a community and a mayor who was no longer in power, would this be the best use of money? Response: Ridership would be attracted from tourists, Chinatown and Mission Bay connecting to Market Street and Union Square, patrons can transfer to BART, East Bay, 3rd Street line, and other destinations. Travel time would be significantly reduced in tunnels since trains would avoid impeding surface traffic. The project as a BRT proposal, also qualified for Federal funds to be to be matched by 20% local money. The state already gave \$140 million in 2001 towards the project. Should San Francisco back away from the subway project, the state may possibly ask for return of the money.

What's the political process for approving the alignment? Response: the MTA Board would approve. The TA Board would be kept informed of progress. Board of Supervisors would always be kept informed.

Steve Ferrario:

Had there been any consideration to make some of the system, above service, example the Stockton tunnel? Response: Yes, but Mr. Thomas felt the underground was the best solution.



Building a subway today would be less costly in view of soaring inflation. Response: Looking at the current plans, there was focus reduce cost, looking at different alternatives. Approvals were already in place and waiting for environmental process. But new plans would mean another alternative analysis and repeating public process, which would result in further delays, and higher costs.

### **Public Comment**

Andrew Sullivan (Chair - Rescue MUNI) felt that there was no shortage of money but rather a shortage of political will to do the right thing. MUNI needed to think long-term. There were many ways to make money, such as the 2-block Stockton & Franciscan bus yard could be decked over and developed. Response: There were many different options that were completely different from putting rail, however the issue would be completely change the concept or design may result in losing Federal funding.

**7. Report on Para Transit Debit Card** (Discussion) Annette Williams Dean Featherling (DDS, Sr. Project Manager), and Bruce Watson (DDS, Chief Financial Officer).

Debit cards would replace taxi scripts. Mr. Featherling distributed and reviewed a November 21, 2005 handout, "Muni PDCS Project."

### **Questions and Comments from the PMC**

Emily Drennen:

Rather than developing this Debit Card solution, a separate system, the CAC asked that the MTA use existing technology, such as credit cards or the regional transit Translink card. Response: The Debit Card development was credit card based, using the same swipe meter. Taxi companies already equipped with meters, such as Yellow and Luxor, would be capable of reading regular credit cards as well as the Debit Card. To change to Translink would require that the MTA outfit all the cabs with new equipment.

What would be to cost savings? Response: Taxi scripts handling, such as printing, mailing, and for the cab companies, the administrative work and monitoring would be eliminated.

Steve Ferrario:

Since the freeze on the script program, taxi scripts were closed to new qualifying ADA applicants. Response: Providing services is very expensive. With better monitoring capability, to eliminate possible fraud, as well as having the resources to pay for the services, the goal for the Debit Card solution would be to provide service in a way that would be fair and available to everyone who needed it.

**8. Service Planning:** (Discussion/Action) Peter Straus (Manager, Service Planning)

Mr. Straus was not available for this item.

**9. Committee Members' Questions/Information Requests: (Discussion)**

No questions at this time.

**10. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: January 16, 2006, at 401 Van Ness Avenue, Room 334 (Conference Room 335), at 5:30 p.m.

· Review cost saving variations for the Central Subway extension into the North Beach neighborhood (March 2006) – cost estimates, alignment concepts for surface versus sub-surface

**11. Adjournment: 8:00 p.m.**

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Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for**

**Monday, January 23, 2006, 10:00 a.m.  
1 So. Van Ness Avenue, Room 3075  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
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☎ (415) 701-4666 FAX (415) 701-4502





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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, January 23, 2006 at 10:00 a.m.**  
1 So. Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	10:00
2.	<b>Review and Adopt PMC Minutes of November 14, 2004</b> (Discussion/ Action)	10:05
3.	<b>Public Comment</b>	10:10
4.	<b>Report of the Chair</b>	10:15
5.	<b>"Safety Issues regarding 38 Geary Outbound Stop Location</b> (Discussion/Action)	10:20
6.	<b>Service Planning</b> (Discussion/Action) Peter Straus (Manager, Service Planning)	10:50
7.	<b>Committee Members' Questions/Information Requests</b> (Discussion/Action)	11:20
8.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for February ?, 2006, 1 So. Van Ness Avenue, Room 3075, time 10:00	11:25
9.	<b>Adjournment</b> (Estimate)	11:30

Attachments:

Agenda Item 2 - Draft PMCS Minutes, November 14, 2005





City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)

Planning, Marketing Committee (PMC)

FINAL MINUTES

of

Regular Meeting

DOCUMENTS DEPT.

OCT - 3 2007

Monday, January 23, 2006 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:35 a.m., Monday, January 23, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** none

**PMC Absent:** Dorris Vincent

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Peter Straus (MTA Manager, Service Planning), Javad Mirabdal (MTA Transportation Planner), and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** None

2. **Adopt Minutes of November 14, 2005:**

**Motion** to adopt the February minutes by Emily Drennen, with spelling corrections.

2<sup>nd</sup> by Norman Rolfe

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** none

No members of the public was present

4. **Report of the Chair:** Bruce Oka (PMC Chair)

There had been many complaints about long waits and crowded buses. Emily Drennen added that she wanted a report on how service reductions were impacting transit lines. Peter Straus (MTA) responded that the staff of Operators had been short. Also the Early Retirement packages went into affect at the same time. The 27% Extra Board of operators was short at 12% to 18% with operators, leaving runs missing. Money was not available to hire additional operators and overtime was severely cut.

Bicyclists illegally riding on the sidewalk were increasing. Emily Drennen responded that along with being an enforcement issue, there was a need for education, also an engineering



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issue due to people feeling unsafe riding on the street. The Pedestrian Master plan would address sidewalk bike riding. The Bicycle Master plan was making progress, but on the other hand cyclists were getting killed on the street.

5. **Safety Issues regarding 38 Geary Outbound Stop Location** (Discussion/Action) Peter Straus and Javad Maribdal

Interference with loading truck activity in the driveway for the furniture store located at the Van Ness and Geary corner, also vehicles attempting to make right turns, often hindered buses from completely pulling in straight to the platform to load passengers, especially wheelchairs users. The engineers were working with DPW to reconstruct the bus bulb leveling irregularities of the sidewalk and the store's driveway. Mr. Straus agreed to comply with Mr. Maribdal's suggestion to send a letter to DPW stressing safety concerns of the MTA CAC and Accessibility Advisory Committee, in order to expedite the sidewalk correction.

6. **Service Planning** (Discussion/Action) Peter Straus

There would be a community meeting regarding the 56 Rutland to look at some proposals. Date to be announced.

Proposition C identified the Controller's Office to include performance audits of departments for which those departments themselves would pay. Muni's Transit Effectiveness Project (TEP), an 18 month project, would focus on policy review and possible changes of MTA's service policies, route structure, labor resources, fare issues, POP, TPS, frequency of stops, etc. The consultant team would be Transit Management (TMD) from San Diego headed by Russ Chism, working with Nelson Nygaard, Cambridge Systematics, and CHS. Mr. Straus felt that a presentation on TEP before the full CAC would be appropriate. Emily Drennen added that Muni operate on the street in terms of transit preferential signals, collection of data, and be able to respond quickly to missed runs.

Bruce Oka:

Buses seem to be crowded with longer wait times. Response: There were no schedule changes to the 44 line. Missed runs had affected line frequencies, especially the 29 line.

When would assessable equipment be available for the 6 and the 41 lines? Response: The new coaches had axle problems, so during the fix the lines would be serviced using Flyers. There still was no date when equipment would become available.

7. **Committee Members' Questions/Information Requests:** (Discussion)

Data for Service Planning item

Introduction to the Pedestrian Master Plan – Mark Markowitz

Debit Card Update

8. **Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: February 21, 2006, at 1 South Van Ness Avenue, Conference Room 3075, at 10:00 a.m.



Municipal Transportation Agency  
Citizens' Advisory Council  
Planning, Marketing Committee  
FINAL Minutes of Regular Meeting  
Monday, January 23, 2006

9. **Adjournment:** 11:35 p.m.



**SFMTA**

Municipal Transportation Agency

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**PMC February 21, 2006, notice and agenda**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for**

**Tuesday, February 21, 2006, 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, and Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, and Dan Weaver  
(2 Vacancies)

The MTA CAC may be contacted as follows:

Municipal Transportation Agency, Citizens' Advisory Council  
1 So. VAN NESS AVENUE- 7th Floor -SAN FRANCISCO-CA. 94103-5417

**Phone (415) 701-4666 FAX (415) 701-4502**

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Tuesday, February 21, 2006 at 10:00 a.m.**  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California

**AGENDA**

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<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	10:00
2.	<b>Review and Adopt PMC Minutes of January 23, 2006</b> (Discussion/ Action)	10:03
3.	<b>Public Comment</b>	10:06
4.	<b>Report of the Chair</b>	10:10
5.	<b>Introduction to Pedestrian Master Plan</b> (Frank Markowitz) (Discussion/Action)	10:15
6.	<b>Daily Report From Central Control</b> (Fred Stephens, General Manager, Operations) (Discussion/Action)	10:35
7.	<b>Para transit Debit Card Update</b> (Annette Williams/Kate Toran, Accessible Services) (Discussion/Action)	11:05
8.	<b>Service Updates</b> (Peter Straus, Manager, Service Planning) (Discussion/Action)	11:25
9.	<b>Council Members' Questions/Information Requests</b> (Discussion/Action)	11:50
10.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/Action)  Next regular meeting scheduled for March 20, 2006, 1 So. Van	11:55



	Ness, Room 3075 10:00 a.m.	
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**Attachments:**

Agenda Item 2 - Draft PMC Minutes, January 23, 2006

**Notes:**

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**Disability Access**

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The meeting location is wheelchair accessible. The closest BART and MUNI Metro station is Civic Center. Accessible MUNI bus lines nearest the meeting location are the 7-Haight, 9-San Bruno, 47-Van Ness, 49-Van Ness/Mission, and the 71-Haight-Noriega, also the F-Market & Wharves (Historic Streetcar Service). For more information about MUNI accessible services, call 415-923-6142. There is accessible on-street vehicle parking available in the vicinity of the meeting location. The Civic Center Garage, entrance on the south side of McAllister Street, between Polk and Larkin Streets, includes bicycle racks in view of a parking attendant.

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### **Know Your Rights Under the Sunshine Ordinance**

#### **(Chapter 67 of the San Francisco Administrative Code)**

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL MINUTES  
of  
Regular Meeting**

DOCUMENTS DEPT.

OCT - 3 2007

**Tuesday, February 21, 2006 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:15 a.m., Tuesday, February 21, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** none

**PMC Absent:** Dorris Vincent

**MTA CAC Members, not on this committee, but also present:**

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Jim Kelly (MTA CAC Liaison), Mark Markowitz (MTA Pedestrian Program Manager – Planning), Peter Straus (MTA Planning), Kate Toran (Accessible Services), and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** None

2. **Adopt Minutes of February 8, 2006:**

**Motion** to adopt the February minutes by Norman Rolfe, with spelling corrections.

2<sup>nd</sup> by Emily Drennen

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**

none

4. **Report of the Chair:** Bruce Oka (PMC Chair)

Mr. Oka expressed serious concerns about crowded buses and longer waits.

5. **Introduction to Pedestrian Master Plan:** (Discussion/Action) Frank Markowitz

Mr. Markowitz distributed and reviewed 2 handouts, Pedestrian Master Plan – In-Progress Draft Scope of Work – Revised for SFCTA Plans & Programs (dated 2/9/06), and San Francisco Pedestrian Master Plan – Proposed Project Phase Timeline (dated 2/21/06).



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### **Comments and Questions from the PMC**

Norman Rolfe:

Sidewalk pedestrian flow has often been stifled by businesses using sidewalks as an extension of their business, such as restaurants placing tables and chairs for their patrons.

Response: The Pedestrian Master Plan project, would also be coordinating with Streetscape management plan, looking at landscaping, pedestrian safety, comfort, and transit access.

Emily Drennen:

Café tables, chairs, and trees gives pedestrians a feeling of a nicer place to walk, but on the other hand, there needs to be a balance to insure pedestrian safety. Norman Rolfe pointed out projects that utilized and widened sidewalk corners/bulbs for placing various things, along with changing parking patterns, and other traffic calming ideas.

6. **Daily Report from Central Control:** (Discussion/Action) Jim Kelly

Mr. Kelly distributed and reviewed copies of the Muni Operations Daily Report, dated Friday, February 17, 2006. Mr. Ford had been reviewing new drafts of the report for readability and content. Future changes to the report would include DPT information. The final product, the new MTA Operations Daily Report, would be available on the public website.

7. **Para Transit Debit Card Update:** (Discussion/Action) Kate Toren

While the Notice to Proceed was issued in January 2006, controversy and disagreement had risen with the Taxi industry on functionality of equipment and what the Debit Card was for. Mr. Ford and Mr. Sunshine had been working through outreach to Cab companies, working towards solutions to benefit both Taxi and the MTA.

8. **Service Updates:** (Discussion/Action) Peter Straus

Mr. Straus announced the Transit Effectiveness Project, a project in conjunction with the Controller's Office.

A community hearing was scheduled for March 9, 2006 regarding the request to expand the 56 Rutland line to run near the John King senior housing, Beacon Center, and Visitation Valley Middle School.

### **Comments and Questions from the PMC**

Bruce Oka:

Mr. Oka commented on erratically running service. Response: Since September 24, 2005, implementing schedule adjustments, there were problems with software for scheduling with ATCS and the signaling system, also more operators accepted early retirement than was sustainable within the level of service. The 27% extra board needed to cover absenteeism was reduced to a 12% board.

Emily Drennen:

Municipal Transportation Agency  
Citizens' Advisory Council  
Planning, Marketing Committee  
FINAL Minutes of Regular Meeting  
Tuesday, February 21, 2006

How broken had the system become? Response: Mr. Straus was not familiar with data in connection to Ms. Drennen's question, other than the short Extra Board. He felt the Fred Stevens and Jim Kelly would be good sources.

When would the next Proposition E report be available? Response. Prop E, a quarterly report, was recently released.

**9. Council Members' Questions/Information Requests:**

None

**10. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: May 16, 2006, at 1 South Van Ness Avenue, Conference Room 3075, at 10:00 a.m.

Transit Lane enforcement – Robert Hertan  
Security

Customer Information sharing – Mark Capistrano  
How tourists, people from other backgrounds interact with Muni  
How tourists, navigate the Muni system  
Muni website

Problems with the broken system – Fred Stevens and Jim Kelly

**11. Adjournment:** 12:18 p.m.







**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for**

**Monday, March 20, 2006, 10:00 a.m.  
1 So. Van Ness Avenue, Room 3075  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, March 20, 2006 at 10:00 a.m.**  
1 So. Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	10:00
<b>2.</b>	<b>Review and Adopt PMC Minutes of February 21, 2006</b> (Discussion/ Action)	10:05
<b>3.</b>	<b>Public Comment</b>	10:10
<b>4.</b>	<b>Report of the Chair</b>	10:15
<b>5.</b>	<b>Transit Lane Enforcement</b> (Discussion/Action) Robert Hertan, Chief - Muni Security	10:20
<b>6.</b>	<b>Review Geary BRT Plan</b> (Discussion/Action) Tilly Cheng, SFCTA	10:50
<b>7.</b>	<b>Marketing Update</b> (Discussion/Action) Marc Caposino	11:20
<b>8.</b>	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for April 17, 2006, 1 So. Van Ness Avenue, Room 3075, time 10:00	11:50
<b>9.</b>	<b>Adjournment</b> (Estimate)	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, February 21, 2006







City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)

Planning, Marketing Committee (PMC)

FINAL MINUTES

of

Regular Meeting

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OCT - 3 2007

Monday, March 20, 2006 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:04 a.m., Monday, March 20, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** Dorris Vincent arrived at 11:09 a.m.

**PMC Absent:** None

**MTA CAC Members, not on this committee, but also present:** Steve Ferrario

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Robert Hertan (MTA Security), Marc Caposino (MTA Marketing), Peter Straus (MTA Planning), and Debra Reed (MTA CAC Secretary)

**San Francisco Transportation Authority:** Tilly Cheng and Julie Kirschbaum

**Community Representatives Present:** None

2. **Adopt Minutes of February 21, 2006:**

**Motion** to adopt the February minutes by Emily Drennen.

2<sup>nd</sup> by Norman Rolfe

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe. Ms. Vincent was not available for the vote.)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**

None.

4. **Report of the Chair:** Bruce Oka (PMC Chair)

Ms. Dorris Vincent requested that she be excused from serving on the PMC panel due to other commitments. Mr. Oka acknowledged her request. The PMC agreed that the PMC would become a 3-member panel.

Mr. Straus announced:



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Since the 7 Haight line only runs during peak hours extending to Stuart Street, while the all-day service of the 31 Balboa turns short of that same stop on Main Street, there will be a swapping of stops. The 31 will be changed to proceed to Stuart Street, and the 7 will be changed to stop at Main Street instead of the Stuart Street stop.

The 10 Townsend will be extended to turn at Sutter and Market streets on to 1<sup>st</sup> Street, rather than turning on Bush to get to 1<sup>st</sup> Street.

Mr. Straus distributed 2 maps to explain the current route and the proposed route change for the 56 Rutland. The 56 route change would be presented at the April CAC meeting.

Regional Measure 2 provided for funding from bridge toll for a number of projects, including owl service that would mimic BART service. AC Transit, LAVTA, CCCTA, MTA will partner together to operate owl services between midnight and 5:00 a.m. to BART stops throughout the bay area after BART stops running for the night. Fares would be charged at the rate of the serving agency; BART passes and fares would not apply.

5. **Transit Lane Enforcement:** Robert Hertan – MTA Security

Mr. Hertan gave an overview of transit lane enforcement. Both SFPD and Muni Response Team Officers treat transit lane infractions as moving violations. Enforcement is coordinated with SFPD Captains of targeted areas. DPT would enforce bus zone and other non-moving violations. Mr. Hertan invited CAC members to attend the monthly MTA Security meeting, every first Friday at 875 Stevens Street, 4<sup>th</sup> floor, at 9:00 a.m. These meetings would be attended by representatives from each division, such as, superintendents, union chairs, SFPD, and any other appropriate departments.

**Questions and Comments**

An anonymous commented that there needed to be more public education regarding use of bus lanes. Norman Rolfe added that out-of-towners sometimes mistook the bus-lane diamond symbol to represent carpool lanes rather than representing bus-only lanes. Ms. Tilly Cheng from the Transportation Authority responded that there was a recommendation from a Market Street study that the diamond symbol should be changed to a "Bus Lane Only" stencil.

Emily Drennen:

Requested a report itemizing number of bus-only lane violations. Mr. Hertan agreed to E-mail some of the monthly reports of lane violations to the MTA CAC secretary for distribution.

Ms. Drennen suggested an enforcement campaign for Market Street, and to also include pedestrian safety.

6. **Review Geary BRT Plan:** Peter Straus MTA Service Planning, Tilly Cheng and Julie Kirschbaum, both from the Transportation Authority (TA)

Ms. Kirschbaum reviewed a slide presentation of study overviews and various designs for the Geary BRT project. The goals of the Geary BRT project were to have a robust and

stable ridership that included faster travel time, increased mode share, to have those benefits be efficient, effective, and equitable, across users, to improve neighborhood livability and commercial vitality, also to build a citywide transit priority network of which the light-rail system as well as the high capacity/ridership bus routes would be a part of. Two handouts were distributed, the Design Principles and Guidelines – drafted December 1, 2005, and two BRT Newsletters – Fall 2005 and Winter 2006, which also included a Geary Corridor Bus Rapid Transit Study public survey. There was a web-survey available as of December 2005 at the web site, [gearyBRT.org](http://gearyBRT.org).

### **Questions and Comments**

Emily Drennen asked for the explanation for not considering light-rail or other alternatives. Norman Rolfe added that over a life cycle, rail was cheaper than tires; one rail operator could carry the passenger load of 3 bus operators; rail cars would last at least twice as long as buses. Response: Proposition K and Strategic planning, did not identify light rail construction funds within the timeframe of the Prop K plan. There was no capital funding for rail.

Norman Rolfe believed that rail draws more ridership than buses, and would therefore increase revenue.

Steve Ferrario:

There is a growing view in the city, that since light-rail was off the table, rather than spend millions of dollars for a dedicated BRT right of way, it would be easier and faster to establish Geary Street transit only lanes, purchase new "low floor" articulated buses and fine tune the existing priority signal system. All proposed BRT alternatives appeared to be less than cost effective, would take years to construct and would not necessarily guarantee an increased ridership.

Mr. Ferrario also expressed concern that the SFCTA Staff was moving forward with very little input from the MTA, especially at the Board and Executive Director levels. The two distinctive BRT designs for Geary and Van Ness were quite worrisome, considering the use of different bus equipment and dissimilar roadway designs. Response: Ms. Cheng said that she regretted that a system wide BRT study was unable to be completed in the way that might have been done citywide to look at the network. However, Geary and Van Ness were very different corridors. Van Ness was a CalTrans State right-of-way, serving as a trunk for buses coming on and going off, whereas Geary was self-contained within a single service of different service levels. BRT, though not rail, would also include new low-floor buses, offering both speed and reliability. Ms. Cheng would move to correct an oversight by making a presentation for the MTA Board and Executive Director.

**Motion:** WHEREAS the Geary Boulevard corridor currently carries between 50,000 to 100,000 transit riders for each weekday; and

WHEREAS the San Francisco Transportation Authority (TA) is currently conducting a preliminary feasibility study examining the development of Bus Rapid Transit (BRT) on Geary Boulevard, and



WHEREAS the proper time to examine all the available options for improving this corridor is at the preliminary feasibility study stage;

THEREFORE BE IT RESOLVED that the MTA CAC strongly urges the MTA and the TA to add a light-rail alternative to the current Geary Boulevard BRT study, and

THEREFORE BE IT FURTHER RESOLVED that the MTA CAC urges the MTA and the TA to conduct a full life cycle analysis for the Geary Rapid Transit over a 50 year horizon study, and

THEREFORE BE IT FURTHER RESOLVED that the MTA CAC urges the MTA and the TA to adhere fully to the City's "Complete Streets" law by providing adequate bicycle access along Geary Boulevard; and

THEREFORE BE IT FURTHER RESOLVED that the MTA CAC urges the MTA and the TA to critically examine the Central Subway project to determine whether this project could be altered for reduced project costs, with the extra federal funding to be used by a Geary project, or if the Central Subway project could be re-envisioned to incorporate the Geary corridor.

2<sup>nd</sup> by Dorris Vincent

CAC passed unanimously (Ayes - Oka (Chair), Drennen, Rolf, and Vincent)

7. **Marketing Update:** Marc Caposino

Mr. Caposino gave an overview of various outreach and marketing projects. He shared samples of placards, handbills, etc. Future projects include: replacing existing dilapidated Metro train signage with color-coded signs and destination maps, posted on trains and around Metro stops; also Mayor Newsom wanted to remodel Metro and BART entrances.

Mr. Caposino announced that Muni's website would be getting a new look.

**Questions and Comments**

Emily Drennen suggested 1-sheet mini maps of San Francisco's Muni system to become available free to the public.

8. **Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: April 17, 2006, at 1 South Van Ness Avenue, Conference Room 3075, at 10:00 a.m.

Transportation Authority study of actual violation rates, bus-only lanes – Tilly Cheng

9. **Adjournment:** 12:43 p.m.

Attachments:

Item #2 February 21, 2006 PMC Draft minutes

Item #4 56 Rutland Service maps



Municipal Transportation Agency  
Citizens' Advisory Council  
Planning, Marketing Committee  
FINAL Minutes of Regular Meeting  
Monday, March 20, 2006

- Item #6 Geary Corridor Bus Rapid Transit Study – Design Principles and Guidelines  
BRT Newsletter, Fall 2005  
BRT Newsletter, Winter 2006
- Item #7 Marketing – various metro placards, handbills, and the MTA newsletter March 2006, Volume 2, Issue 3



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**PMC April 17, 2006, agenda and notice**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for**

**Monday, April 17, 2006, 10:00 a.m.  
1 South Van Ness Avenue, Room 3075  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

The MTA CAC may be contacted as follows:

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, April 17, 2006 at 10:00 a.m.**  
1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	10:00
2.	<b>Review and Adopt PMC Minutes of March 20, 2006</b> (Discussion/ Action)	10:05
3.	<b>Public Comment</b>	10:10
4.	<b>Report of the Chair</b>	10:15
5.	<b>Transportation Authority study of actual violation statistics, bus-only lanes</b> (Discussion/Action) Tilly Cheng – Transportation Authority	10:20
6.	<b>Service Planning</b> (Discussion/Action) Peter Straus	11:20
7.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for May 15, 2006, 1 South Van Ness Avenue, Room 3075, time 10:00 a.m.	11:50
8.	<b>Adjournment</b>	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, March 20, 2006

**Notes:**

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### **Disability Access**

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL MINUTES**

**of**

**Regular Meeting**

**Monday, April 17, 2006 at 10:00 a.m.**

**1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:35 a.m., Monday, April 17, 2006. Bruce Oka (Chair) presided.

**PMC Members Present at Roll Call:** Bruce Oka (Chair) and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:**

**PMC Absent:** Emily Drennen and Dorris Vincent

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** None

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No quorum was reached

Meeting was adjourned at 10:37 a.m.

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# City and County of San Francisco Municipal Transportation Agency Citizens' Advisory Council

## Planning & Marketing Committee (PMC)

[former Service, Design and Marketing Committee (SDMC)]

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### Notice of Regular Meeting and Agenda for

APR 18 2006

**Monday, May 15, 2006, 10:00 a.m.**  
**1 South Van Ness Avenue, Room 3075**  
**San Francisco, CA**

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#### Members:

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

#### Council Members not members of this Committee:

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

#### Notes:

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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, May 15, 2006 at 10:00 a.m.**

1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	10:00
<b>2.</b>	<b>Review and Adopt PMC Minutes of March 20<sup>th</sup> and April 17<sup>th</sup>, 2006</b> (Discussion/ Action)	10:05
<b>3.</b>	<b>Public Comment</b>	10:10
<b>4.</b>	<b>Report of the Chair</b>	10:15
<b>5.</b>	<b>Debit Card</b> (Discussion/Action) Kate Toren	10:20
<b>6.</b>	<b>Transportation Authority study of actual violation statistics, bus-only lanes</b> (Discussion/Action) Ajay Martin – Transportation Authority	10:50
<b>7.</b>	<b>Service Planning</b> (Discussion/Action) Peter Straus	11:20
<b>8.</b>	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for May 15, 2006, 1 South Van Ness Avenue, Room 3075, time 10:00 a.m.	11:50
<b>9.</b>	<b>Adjournment</b> (Estimate)	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, March 20, 2006  
April 17, 2006







City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)

Planning, Marketing Committee (PMC)

FINAL MINUTES

of

Regular Meeting

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Monday, May 15, 2006 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:06 a.m., Monday, May 15, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** none

**PMC Absent:** none

**MTA CAC Members, not on this committee, but also present:** none

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Kate Toren (MTA), Peter Straus (MTA – Planning), and Debra Reed (MTA CAC Secretary)

**S. F. County Transportation Authority:** Billy Charlton (Principle Planner)

**Community Representatives Present:** None

2. **Adopt Minutes of March 20th and April 17th, 2006:**

**Motion** to adopt the March and April minutes by Emily Drennen, with spelling corrections.

2<sup>nd</sup> by Norman Rolfe

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**

None

4. **Report of the Chair:** Bruce Oka (PMC Chair)

While Muni would be the ride of choice for many of the Disabled community, many have opted for reliability of the more expensive Para transit, due to Muni's below acceptable on time service and reliability, with waits often over 20 minutes.

Mr. Oka reported that a 45-day experiment would begin on May 19, 2006 allowing Bikes on Metro trains. MAAC view Bikes carried in Metro trains as a safety hazard.



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5. **Debit Card:** Kate Toren

The Debit Card project had come to an impasse. MTA Executive Director Nathaniel P. Ford, Sr. has sent a letter to Taxi Industry representatives asking for their participation in a mediation session. The MTA Board announced that Mr. Willie Brown agreed to be the mediator.

6. **Transportation Authority study of actual violation statistics, bus-only lanes:**  
Billy Charlton – Transportation Authority

Mr. Charlton distributed 2 handouts, a data summary of bus lane intersections with percentages of car violations, along with a raw data printout. Bus lanes are reserved for transit, taxis, and at intersections for all other right turning vehicles.

Mr. Charlton reported that Mr. Peter Straus (MTA Planning) was interested in the effect of bus lane violations on transit delays.

7. **Service Planning:** Peter Straus – MTA Planning

Because of Proposition E, most transit service changes no longer needed to be reviewed by the Board of Supervisors. Service changes could be administered administratively, however, the extra step to review those more controversial changes before the MTA Board would allow the Public an opportunity for public comment. Such service changes would also be presented for review to the MTA CAC.

Mr. Straus reviewed tentative changes for the 10 Townsend and the 15 Third Street lines.

The MTA CAC would be represented on the TEP's citizens' advisory panel. Norman Rolfe asked what would the project do? Mr. Straus explained that it would be the 18-month study with the Controller's Office, such as, who was Muni not serving, how to attract new riders, increasing satisfaction to regular patrons, and what factors would be important to people. MTA had been looking at use of resources, in terms of supervision, scheduling, and run cutting, stop patterns, routes, etc.

Surveys were being prepared for approximately 500 telephone interviews for the market segmentation study.

Bruce Oka asked about hiring drivers and filling the extra board. Response: The MTA was operating within the FY 2006-2007 budget, however due to the consequences of the previous fiscal year activity, the extra board has been seriously deficient operating at 8 to 12 % extra-board rather than the recommended 25 to 28%. Maintenance also has been sorely understaffed. Consequently must-fill runs has been using overtime, which was not built into the FY 2006-2007 budget; therefore the Controller's Office has frozen MTA's ability to fill requisitions. Wilson Johnson - Director Service Delivery, Don Gee – Bus Transportation and Maintenance, and Jim Kelly – Rail Transportation and Maintenance, would be able to give a better understanding.

Emily Drennen asked about the TAC's Violation Statistic on Bus-only Lanes from Item #6. Response: While the study measured the number of violations, it fell short of measuring how much those violations interfered with bus operations. Mr. Straus was more interested

to know if those violations significantly impeded transit enough to be identified as a consequential problem. Ms. Drennen made a few study suggestions that Mr. Straus found feasibly possible.

Ms. Drennen asked about data for CAC review, such as, schedule adherence. Response: Mr. Straus still needed to review the last quarter results.

**8. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: June 19, 2006, at 1 South Van Ness Avenue, Conference Room 3075, at 10:00 a.m.

- ◆ Area Wide Study – DPT study
- ◆ DPT's 6-month traffic circulation evaluation of Octavia Boulevard and Central Freeway study. (Bond Yee)
- ◆ Pedestrian Traffic signal timing, such as Octavia Boulevard. (Frank Markowitz)
- ◆ Progress of Central Subway project - update. (July)
- ◆ Systems study of bike accidents on various Metro systems, such as, Sacramento, San Jose, and Portland. (Oliver Gajda)

**9. Adjournment:** 11:58 a.m.

Attachments:

Item #2

March and April 2006 minutes

Item #6

Data Summary of bus lane intersections violation study  
Raw Data for summary





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**PMC June 19, 2006, agenda and notice**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for**

**Monday, June 19, 2006, 10:00 a.m.  
1 South Van Ness Avenue, Room 3075  
San Francisco, CA**

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**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, June 19, 2006 at 10:00 a.m.**  
1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	10:00
2.	<b>Review and Adopt PMC Minutes of May 15, 2006</b> (Discussion/ Action)	10:05
3.	<b>Public Comment</b>	10:10
4.	<b>Report of the Chair</b>	10:15
5.	<b>6 month Evaluation of traffic circulation on Octavia Blvd and Central Freeway Study</b> (Discussion/Action) Bond Yee, DPT	10:20
6.	<b>Pedestrian Traffic Signal Timing</b> (Discussion/Action) Frank Markowitz	10:50
7.	<b>Systems study of bike accidents on various Metro systems, such as, Sacramento, San Jose and Portland</b> (Discussion/Action) Oliver Gajda	11:10
8.	<b>Service Planning</b> (Discussion/Action) Peter Straus	11:30

9.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for July 17, 2006, 1 South Van Ness Avenue, Room 3075, time 10:00 a.m.	11:50
10.	<b>Adjournment</b>	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, May 15, 2006

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City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)

Planning, Marketing Committee (PMC)

FINAL MINUTES

of

Regular Meeting

Monday, June 19, 2006 at 10:00 a.m.

1 South Van Ness Avenue, Conference Room 3075

San Francisco, California

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Final
1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:03 a.m., Monday, June 19, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** Emily Drennen (arrived at 10:13 a.m.)

**PMC Absent:** none

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Debra Reed (MTA CAC Secretary), Jack Fleck (DPT Acting Deputy Director and City Traffic Engineer), Frank Markowitz (DPT Pedestrian Program Manager, Transit Planner IV), and Peter Straus (MUNI Manager of Service Planning)

**Community Representatives Present:** None

2. **Adopt Minutes of May 21, 2006:**

**Motion** to adopt the May 2006 minutes by Norman Rolfe, with spelling corrections.

2<sup>nd</sup> by Bruce Oka

CAC passed unanimously (Ayes - Oka (Chair), and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**

None

4. **Report of the Chair:** (PMC Chair) Bruce Oka

Mayor Willie Brown was still undecided as to acting as mediator for the Debit Card discussions involving Muni and taxi companies.

5. **6 month Evaluation of Traffic Circulation on Octavia Blvd and Central Freeway Study** (Discussion/Action) Jack Fleck, DPT

Octavia Boulevard was opened to traffic in September 2005. Mr. Fleck reviewed traffic circulation and flow adjustments using a slide presentation previously presented to the MTA Board by Bond Yee (DPT) during March 2006.



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**Comments and Questions from the PMC:**

Emily Drennen:

Any reports of pedestrian and bicycle collisions? Response: To date, only one bike accident.

Neighbor complaints involved pedestrian safety, mostly when crossing before vehicles making right turns. Response: Pedestrians pushing the button for crossing would be given more time to cross before the signal light would change to the green arrow permitting traffic to make right turns. Ms. Drennen felt that the procedure of pedestrians pushing pedestrian buttons to cross the street was not standard for San Francisco streets.

Pedestrians had previously asked for a stop sign for the intersection at 13<sup>th</sup> and Mission streets. Ms. Drennen had heard that Cal Trans did not want a stop sign placed there. Response: The area could possibly belong to Cal Trans, but other alternatives to alert motorists could be considered.

Norman Rolfe:

Suggested color-coding lanes, such as bike and bus lanes. Response: Colors could be confusing for motorists from city to city.

**6. Pedestrian Traffic Signal Timing** (Discussion/Action) Frank Markowitz

The goal would be to equip 800 of the 1200 signals with Signal Timing, except remote industrial areas mainly used by trucks. Without new sources of funding, demand for audible/accessible signals and to retrofit intersections had slowed down the progress of the visual timing signal project.

**Comments and Questions from the PMC:**

Bruce Oka:

Oakland signals had audible chirping and tweeting sounds. Response: Oakland's signal sounds are direction indicators. Many of San Francisco's streets are not aligned north and south. There were experiments with talking signals, however with traffic noises and so many different languages, the scratchy swishy sound proved most useful.

Emily Drennen:

Why should a blind person need to push an audible signal button, it should be automatic? Response: Noise complaints had been a concern. MTA had been negotiating with Lighthouse for the Blind and California Council for the Blind for alternative solutions.

Was the city's standard for crossing 2 ½ feet per second? Response: The goal was 2 ½ feet per second. Many wide streets have island medians that serve as safety spots. By Cal Trans standards a 4-foot island median was standard. On the other hand, pedestrian buttons could be a solution to increase time for pedestrian crossing.

What was the cost for the remaining pedestrian traffic signal timing? Response: \$21 million as a 10-year project, however much sooner if the money was available. Ms.



Drennen added that in looking at the Pedestrian Injury and Death Map, Van Ness Avenue also being one of the problem areas, that there were intersections without countdown signaling that indicated a high number of injuries and death.

Norman Rolfe:

Were signals on 19<sup>th</sup> Avenue and Van Ness Avenue maintained by the State? Response: The City maintained them but through an MOU the City receives reimbursement from the State.

**Motion** WHEREAS an average of three pedestrians are injured each day and more than one pedestrian is killed every other week in San Francisco; and

WHEREAS, 300 of San Francisco's signalized intersections that do not have pedestrian signals include many of the most dangerous intersections for pedestrians, including Van Ness Avenue and 19th Avenue; and

WHEREAS, MTA staff has estimated that it would cost \$21 million to install pedestrian countdown signals at all of the signalized intersections that do not currently have pedestrian signals (300 intersections at approximately \$70,000 per intersection),

THEREFORE BE IT RESOLVED that the MTA CAC strongly urges the MTA and the San Francisco County Transportation Authority to fully fund the installation of pedestrian countdown signals across the city within two years, as opposed to over a ten-year period as it stands now.

2<sup>nd</sup> by Bruce Oka

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe)

7. **Systems study of bike accidents on various Metro systems, such as, Sacramento, San Jose and Portland** (Discussion/Action)

Mr. Oka wanted statistics about injuries on transit vehicles, namely injuries to passengers caused by bicycles on board. Oliver Gajda (DPT) requested more time to prepare a presentation.

8. **Service Planning** (Discussion/Action) Peter Straus

Transit Effectiveness Project (TEP) – 20 stakeholder interviews were conducted. Marketing was planning a random digit dial 500 participants, to determine people who use or don't use Muni and why. The first Citizen Advisory for TEP was scheduled for Thursday, June 22, 2006.

Bus Diamond Lane Violations – Violations occurring on Geary and O'Farrell had minimal impact on transit flow.

7 Haight and 31 Balboa Terminal Changes – were scheduled to be reviewed by the MTA Board on June 30, 2006.

3<sup>rd</sup> Street service – Changes under consideration were the 15x replacing the 9x along with extending of the lines, also with changes for the T line, scheduled to be reviewed by the MTA Board on August 1, 2006.

Municipal Transportation Agency  
Citizens' Advisory Council  
Planning, Marketing Committee  
FINAL Minutes of Regular Meeting  
Monday, June 19, 2006

A satellite yard would be open for Breda storage in August 2006.

Training had begun for new hired and rehired bus operators.

9. **Committee Members' Questions/Information Requests:** (Discussion)

No questions at this time.

10. **Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: July 17, 2006, at 1 South Van Ness Avenue, Conference Room 3075,  
at 10:00 a.m.

11. **Adjournment:** 12:33 p.m.

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**PMC July 17, 2006, agenda and notice**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for**

**Monday, July 17, 2006, 10:00 a.m.  
1 South Van Ness Avenue, Room 3075  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, July 17, 2006 at 10:00 a.m.  
1 South Van Ness Avenue, Room 3075  
San Francisco, California**

**AGENDA**

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<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	10:00
2.	<b>Review and Adopt PMC Minutes of June 19, 2006</b> (Discussion/ Action)	10:05
3.	<b>Public Comment</b>	10:10
4.	<b>Report of the Chair</b>	10:15
6.	<b>Bicycles on Muni Metro</b> (Discussion/Action) Oliver Gajda	10:20
7.	<b>Update-Central Subway</b> (Discussion/Action) John Funghi	10:50
8.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for August 20, 2006, 1 South Van Ness Avenue, Room 3075, time 10:00 a.m.	11:20
9.	<b>Adjournment</b> (Estimate)	11:30

#### Attachments:

Agenda Item 2 - Draft PMC Minutes, June 19, 2006

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL MINUTES  
of**

**Regular Meeting**

**Monday, July 17, 2006 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:03 a.m., Monday, July 17, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** Emily Drennen (arrived at 10:07 a.m.)

**PMC Absent:** Dorris Vincent

**MTA CAC Members, not on this committee, but also present:** Steve Ferrario (Pro Temp for Emily Drennen)

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Oliver Gajda (MTA Planning), John Funghi (MTA Project Manager, Construction), and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** None

2. **Adopt Minutes of June 19, 2006:**

**Motion** to adopt the June minutes by Norman Rolfe.

**2<sup>nd</sup>** by Steve Ferrario

CAC passed unanimously (Ayes - Oka (Chair), Ferrario, and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** none

None

4. **Report of the Chair:** Bruce Oka (PMC Chair)

Buses were still having problems with schedule irregularity, overcrowding, and with increasing as well as operators encouraging backdoor boarding. CAC should urge the Muni POP cops to enforce boarding through the front door. Steve Ferrario suggested a new innovative financial structure that would do away with fares, thus encourage people to use public transportation and leave their cars at home, further resulting in POP, transfers, money counting, and backdoor problems all going away. Norm Rolfe felt that the Chamber of Commerce and other organizations of interest might be good sources for support. Emily Drennen added that many major cities have fare free zones for their downtown area. She



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further pointed to the Class Pass program as an example for a Transit First Transportation tax for all San Franciscans as a service for city residents, although the electorate would need to vote on it as well as looking at the strict rules from Proposition 13. Mr. Oka added that free fares had been suggested for wheelchair users and limited mobility impaired persons, which would reduce Para transit rolls that would save money. There was a youth group that gave a presentation before the MTA CAC suggesting free fares for families with minor children.

5. **Bicycles on Muni Metro** (Discussion/Action) Oliver Gajda (MTA Planning)

Mr. Oka reported that MAAC (MUNI Accessibility Advisory Committee) felt that allowing bicycles on transit was dangerous. Previously the PMC Chair requested Mr. Gajda to provide reports of bicycle accidents from Sacramento, San Jose, and Portland Oregon, which occurred on trains because bicycles fell on passengers. Mr. Gajda responded that often such data does not record falls. Bikes were welcomed in Chicago, New York, and other cities, as well as on BART. However, there were no plans to change Muni's current policy of "No bicycle is allowed on light rail vehicles," although the MTA has been studying the possibility of giving some consideration to folding bikes. There was an injunction pending against bicycle planning. (Case No. 505-509 filed June 20, 2006)

6. **Update-Central Subway** (Discussion/Action) John Funghi

Mr. Funghi repeated the Central Subway presentation that was given to Mayor Gavin Newsom on May 17, 2006. The Central Subway project, funded by the Federal Transit Administration, would extend the 3<sup>rd</sup> Street LRV project from its King and 4<sup>th</sup> streets terminus to continue through 3 major stations located at Moscone, Union Square Market Street, and Chinatown. Its 200-foot platform would accommodate 2-car trains.

A series of public meetings were scheduled for summer/fall 2006. Ground breaking was expected in 2010. Mayor Gavin Newsom was excited for the potential opportunity of a finished rail line should San Francisco host the Olympics in 2016.

**Questions and Comments from PMC:**

Emily Drennen:

Ms. Drennen felt that both the heavily populated Union Square and Market Street stop areas were combined to establish an impractical midway stop. Market Street already was serving as a stop area for Mission Street, BART as well as Market Street passengers.

What would be the cost to extend the subway to Northpoint, since the environmental impact report would need to be repeated? Response: The Federal Government and the environmental process were very rigid about expanding projects outside its original boundaries. To extend the subway for reasons other than for construction purposes would be viewed as stepping out of bounds to a different project.

Steve Ferrario commented that 2-car platforms was tragically limiting throughput. Some years ago New York City took on a major project for their IRT to extend their 5-car accommodations for 10-car trains. Already the Metro system with the current Breda



situation was experiencing the confines of platform limitations. Mr. Ferrario suggested considering 3-car platform design. Response: 200-foot platform rather than a 250-foot platform was a cost consideration.

**7. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting tentatively scheduled for August 20, 2006,  
1 South Van Ness Avenue, Room 3075, time 10:00 a.m.

**8. Adjournment:** 12:14 p.m.





# City and County of San Francisco Municipal Transportation Agency Citizens' Advisory Council

## Planning & Marketing Committee (PMC)

[former Service, Design and Marketing Committee (SDMC)]

### Notice of Regular Meeting and Agenda

for

**Monday, August 21, 2006, 10:00 a.m.**  
**1 South Van Ness Avenue, Room 3075**  
**San Francisco, CA**

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#### Members:

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

#### Council Members not members of this Committee:

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

12-15-06 PM 3:38 RCN

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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, August 21, 2006 at 10:00 a.m.**

1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	10:00
<b>2.</b>	<b>Review and Adopt PMC Minutes of July 17, 2006</b> (Discussion/Action)	10:05
<b>3.</b>	<b>Public Comment</b>	10:10
<b>4.</b>	<b>Report of the Chair</b>	10:15
<b>5.</b>	<b>Update on Para transit Debit Card</b> (Discussion/Action) Kate Toran/Annette Williams	10:20
<b>6.</b>	<b>Transit Effectiveness Project Update</b> (Discussion/Action) Peter Straus/Ross Maxwell	10:50
<b>7.</b>	<b>Service Planning Update</b> (Discussion/Action) Peter Straus	11:20
<b>8.</b>	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for September 18, 2006, 1 South Van Ness Avenue, Room 3075, time 10:00 a.m.	11:50
<b>9.</b>	<b>Adjournment</b> (Estimate)	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, July 17, 2006





**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL MINUTES**

**of**

**Regular Meeting**

**Monday, August 21, 2006 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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final
1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:05 a.m., Monday, August 21, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** None

**PMC Absent:** Dorris Vincent

**MTA CAC Members, not on this committee, but also present:** Steve Ferrario

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Ross Maxwell (MTA Planning), Peter Straus (MTA Planning), Kate Toran (MTA), and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** Jaimeson Wieser

2. **Adopt Minutes of July 17, 2006:**

**Motion** to adopt the July minutes by Norman Rolfe.

**2<sup>nd</sup>** by Emily Drennen

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** None

4. **Report of the Chair:** Bruce Oka (PMC Chair)

On Wednesday August 23, 2006, the Para Transit Coordinating Council, Coordination and Operations Committee would be introducing a motion to the MTA to provide free fares for all registered and approved Para transit users. Mr. Oka felt that the disabled users would choose the free Muni rides over taxi and van services resulting in significant savings for the Para Transit program.

5. **Update on Para transit Debit Card:** Kate Toran

Ms. Toran reported positive outcomes regarding the mediation session between Taxi companies and the MTA mediated by former Mayor Willie Brown. Per his request, he was



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provided with information regarding fraud in the Para Transit Script program. The implementation of Debit Card should eliminate the flawed paper script system. Former Mayor Willie Brown would be following up individually with parties involved for their specific concerns.

**6. Transit Effectiveness Project Update:** Ross Maxwell and Peter Straus

Mr. Maxwell distributed and reviewed the Transit Effectiveness Project handout dated August 21, 2006.

Mr. Straus felt that many of the communities were satisfied with Muni's transit network design, however complaints have highlighted reliability problems.

**Comments and Questions:**

Emily Drennen:

Ms. Drennen felt that employees were unheard by management. A channel for employee feedback with their insight and hands-on experience would be a benefice resource for anything pertaining to Muni.

Bruce Oka:

Mr. Oka commented that crowded buses were negative incentives for choosing Muni. Waits were longer and buses were crowded even during non-rush hours. Response: Buses in large numbers were missing, resulting in problems with overcrowding, chronic reliability issues, pass-ups, etc.

Mr. Oka asked about new coaches. Response: The 6 Parnassus lines were completed with disability assessable trolleys. Many of the replaced Flyer trolleys had been relegated to supplemental service for the 41 Union lines during rush hours. All of the diesel coaches were disability assessable. AC diesel coaches and Orians would be in service by fall/winter 2007. All new buses purchased by Muni would be hybrid.

**7. Service Planning:** Peter Straus

The MTA Board approved many service changes relating to 3<sup>rd</sup> Street service. Mr. Straus reviewed a map of the 56 Rutland proposed service, dated April 2006.

The San Francisco Mint on 5<sup>th</sup> and Mission streets would be converted to a museum, thus closing Mint Street to traffic. The 26 Valencia would change its terminus to 5<sup>th</sup> and Mission streets rather than at Mint and Jessie streets.

**8. Schedule Upcoming Meetings and Agenda Items:**

Due to the full MTA CAC participation in the upcoming MTA Service Planning Workshop during September, the next regular PMC meeting was rescheduled for October 16, 2006, at 1 South Van Ness Avenue, Conference Room 3075, at 10:00 a.m.

- ♦ Muni schedules and maps

**9. Adjournment:** 11:14 a.m.



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**September 18, 2006, Notice of Cancellation**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice  
Regular Meeting for  
Monday, September 18, 2006, 10:00 a.m.**

**"Has Been Cancelled"**

**1 South Van Ness Avenue, Room 3075  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

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**PMC October 16, 2006, agenda and notice**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda  
for**

**Monday, October 16, 2006, 10:00 a.m.  
1 South Van Ness Avenue, Room 3075  
San Francisco, CA**

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**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, October 16, 2006 at 10:00 a.m.**  
1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	10:00
2.	<b>Review and Adopt PMC Minutes of August 21, 2006</b> (Discussion/ Action)	10:05
3.	<b>Public Comment</b>	10:10
4.	<b>Report of the Chair</b>	10:15
5.	<b>Update on New Muni Maps &amp; Schedules</b> (Discussion/Action)	10:20
6.	<b>Addition of Paratransit to Translink System</b> (Discussion) Deb Denison	10:50
7.	<b>Service Planning Update</b> (Discussion/Action) Peter Straus	11:20
8.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for November 20, 2006, 1 South Van Ness Avenue, Room 3075, time 10:00 a.m.	11:50
9.	<b>Adjournment</b> (Estimate)	12:00

Attachments:

## Agenda Item 2 - Draft PMC Minutes, August 21, 2006

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL MINUTES**

**of**

**Regular Meeting**

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**Monday, October 17, 2006 at 10:00 a.m.**

**1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:05 a.m., Monday, October 16, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:**

**PMC Absent:** Dorris Vincent

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Joe Speaks (MTA), Peter Straus (MTA - Service Planning Manager), and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** Edward Mason

2. **Adopt Minutes of August 21, 2006:**

**Motion** to adopt the August minutes by Norman Rolfe, with spelling corrections.

2<sup>nd</sup> by Emily Drennen

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**

none

4. **Report of the Chair:** Bruce Oka (PMC Chair)

Buses are more crowded, bunching is still a problem, and on-time performance is not reliable.

Mr. Oka expressed that the senior and disability should be able to ride BART for free within the city limits of San Francisco with their fast passes.

5. **Addition of Para transit to Translink System:** (Discussion) Joe Speaks



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Mr. Oka was asking what would it take to add Para transit to the debit card. Mr. Speaks responded that while the technology was available, many of the business issues were still unresolved.

Item will be continued in November with guest speaker Jake Amerdon.

6. **Update on New Muni Maps & Schedules** (Discussion/Action) Peter Straus

Mr. Straus reported that while schedules and maps were not in his province, there might be a new system map available in April 2007.

**Questions and Comments from the PMC**

Emily Drennen:

Muni should have a miniature version of the transit map available free to the public.

7. **Service Planning Update** (Discussion/Action) Peter Straus

Mr. Straus reviewed various bus route changes.

Implementation of the APC program (Automatic Passenger Count) was to be completed throughout the system by mid January providing ridership data. TMV would assist using GIS technology to provide geographic analysis of APC data.

Emily Drennen gave Mr. Straus a list of TEP suggestions.

8. **Committee Members' Questions/Information Requests:** (Discussion)

No questions at this time.

9. **Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: November 20, 2006, at 1 South Van Ness Avenue, Conference Room 3075, at 10:00 a.m.

10. **Adjournment:** 11:21 a.m.

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**PMC November 29, 2006, agenda and notice**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Rescheduled Regular Meeting and Agenda  
for**

**Wednesday, November 29, 2006, 10:00 a.m.  
1 South Van Ness Avenue, Room 3075  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver  
(2 Vacancies)

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### **City & County of San Francisco Municipal Transportation Agency Citizens' Advisory Council**

### **Planning & Marketing Committee (PMC) (former Service, Design and Marketing Committee [SDMC])**

### **Rescheduled Regular Meeting**

**Wednesday, November 29, 2006 at 10:00 a.m.**  
1 South Van Ness Avenue, Room 3075  
San Francisco, California

### **AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
1.	<b>Call to Order/Roll Call</b>	10:00
2.	<b>Review and Adopt PMC Minutes of October 16, 2006 (Discussion/ Action)</b>	10:05

3.	<b>Public Comment</b>	10:10
4.	<b>Report of the Chair</b>	10:15
5.	<b>Update on Para transit Debit Card (Discussion/Action) Kate Toran</b>	10:20
6.	<b>Addition of Paratransit to Translink System (Discussion)</b> Jake Avidon, MTC, Annette Williams, Manager, Accessible Services	10:50
7.	<b>Service Planning Update (Discussion/Action) Peter Straus</b>	11:20
8.	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for January 2007, 1 South Van Ness Avenue, Room 3075, time 10:00 a.m.	11:50
9.	<b>Adjournment (Estimate)</b>	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, October 16, 2006

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL MINUTES  
of  
Regular Meeting**

**Wednesday, November 29, 2006 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:03 a.m., Wednesday November 29, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, Dorris Vincent and Norman Rolfe.

**PMC Members Present but Absent at role call:** Dorris Vincent

**PMC Absent:** None

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Annette Williams (MTA), Peter Straus (MTA - Service Planning Manager), and Janet Martinsen (MTA CAC Secretary)

**Community Representatives Present:** None

2. **Adopt Minutes of October 16, 2006:**

**Motion** to adopt the October minutes by Emily Drennen.

**2<sup>nd</sup>** by Norman Rolfe.

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** none
4. **Report of the Chair:** Bruce Oka (PMC Chair)
5. **Update on the Para transit Debit Card:** (Discussion/Action) Annette Williams, Manager, Accessible Services  
Mayor Brown brought on as mediator. Supposed to be report by the end of the month.
6. **Addition of Paratransit to Translink System** (Discussion) Presentation by Jake Avidon, MTC and Annette Williams, Manager, MTA Accessible Services.
7. **Service Planning Update** (Discussion/Action) Peter Straus  
Mentioned TEP community workshops to take place December 9, 11 and 12 of 2006.



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Municipal Transportation Agency  
Citizens' Advisory Council  
Planning, Marketing Committee  
FINAL Minutes of Regular Meeting  
Wednesday, November 29, 2006

All 110 bus lines now have Automatic Passenger Counters. Plan to use the data to anticipate if ridership demands on the 9x, 15, 30 and 45 line will be adequately handled when 3<sup>rd</sup> St opens.

The 56 line changed route acknowledging that ridership was very low. Now coming at 30 minute frequency.

8. **Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: November 29, 2006, at 1 South Van Ness Avenue, Conference Room 7074, at 10:00 a.m.

9. **Adjournment:** 11:31 a.m.



**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Rescheduled Regular Meeting and Agenda  
for**

**Monday, January 8, 2007, 10:00 a.m.  
1 South Van Ness Avenue, Room 7074  
San Francisco, CA**

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**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

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**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver, Jamison Wieser  
(1 Vacancy)

01-03-07PC02:06 RCVD

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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, January 8, 2007 at 10:00 a.m.**

1 South Van Ness Avenue, Room 7074  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	10:00
<b>2.</b>	<b>Review and Adopt PMC Minutes of November 29, 2006</b> (Discussion/ Action)	10:05
<b>3.</b>	<b>Public Comment</b>	10:10
<b>4.</b>	<b>Report of the Chair</b>	10:15
<b>5.</b>	<b>Update on Para transit Debit Card</b> (Discussion/Action) Kate Toran	10:25
<b>6.</b>	<b>Bart/Muni Fast Pass Presentation</b> (Discussion) Tom Radulovich, Bart BOD Rep.	10:40
<b>7.</b>	<b>Service Planning Updates</b> (Discussion/ Action) Peter Straus	11:10
<b>8.</b>	<b>Adjournment</b> (Estimate)	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, November 29, 2006





**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**Regular Meeting**

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**Action Minutes**

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**Monday, January 8, 2007 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:10 a.m., Monday, January 8, 2006. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, and Norman Rolfe.

**PMC Members Present but Absent at Roll Call:** Dorris Vincent arrived at 10:24 a.m., departed at 11:00 a.m.

**PMC Absent:** None

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Debra Reed (MTA CAC Secretary), Peter Straus (MTA - Planning)

**Community Representatives Present:** Edward Mason

2. **Adopt Minutes of November 29, 2006:**

**Motion** to adopt the November minutes by Norman Rolfe, with correction.

2<sup>nd</sup> by Bruce Oka

CAC passed unanimously (Ayes - Oka (Chair), Drennen, and Rolfe)

3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** none
4. **Report of the Chair:** Bruce Oka (PMC Chair)
5. **Update on Para transit Debit Card:** Speaker Kate Toren was not available for this item.
6. **BART/Muni Fast Pass Presentation:** Speaker Tom Radulovich, BART BOD Representative was not available for this item.
7. **Service Planning Updates:** Peter Straus

MTA Participating Staff – Peter Straus reviewed Muni route changes  
No action by the PMC



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Municipal Transportation Agency  
Citizens' Advisory Council  
Planning, Marketing Committee  
Action Minutes of Regular Meeting  
Monday, January 8, 2007

8. **Adjournment:** 11:34 a.m.

*Respectfully submitted by:*  
*Debra J. Reed*  
*MTA CAC - Secretary*





**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

**Notice of Rescheduled Regular Meeting and Agenda  
for**

**Tuesday, February 20, 2007, 10:00 a.m.**

**1 South Van Ness Avenue, Room 3074**

**San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver, Jamison Wieser  
(1 Vacancy)

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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Tuesday, February 20, 2007 at 10:00 a.m.**

1 South Van Ness Avenue, Room 3074  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	10:00
<b>2.</b>	<b>Review and Adopt PMC Minutes of January 8, 2007</b> (Discussion/Action)	10:05
<b>3.</b>	<b>Public Comment</b>	10:10
<b>4.</b>	<b>Report of the Chair</b>	10:15
<b>5.</b>	<b>Update on Para transit Debit Card</b> (Discussion/Action) Kate Toran	10:20
<b>6.</b>	<b>BART/Muni fast Pass Presentation</b> (Discussion) Tom Radulovich, BART BOD & BART Staff	10:50
<b>7.</b>	<b>Update on Third Street Publicity Campaign</b> (Discussion/Action) Marc Caposino	11:20
<b>8.</b>	<b>Service Planning Updates</b> (Discussion/ Action) Peter Straus	11:50
<b>9.</b>	<b>Adjournment</b> (Estimate)	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, January 8, 2007

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**No quorum was reached**

**Regular Meeting**

**Tuesday, February 20, 2007 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3074  
San Francisco, California**

1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:17 a.m., Tuesday, February 20, 2007. Bruce Oka (Chair) presided.

**PMC Members Present at Roll Call:** Bruce Oka (Chair) and Norman Rolfe.

**PMC Absent:** Emily Drennen and Dorris Vincent

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Janet Martinsen (MTA CAC Liaison)

**Community Representatives Present:** None

Meeting was adjourned at 10:20 a.m. due to lack of quorum.

*Respectfully submitted by:*

*Debra J. Reed  
MTA CAC Secretary*

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice of Rescheduled Regular Meeting and Agenda  
for**

**Monday, March 19, 2007, 10:00 a.m.  
1 South Van Ness Avenue, Room 3075  
San Francisco, CA**

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario,  
Griffith Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver, Jamison Wieser  
(1 Vacancy)

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**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, March 19, 2007 at 10:00 a.m.**

1 South Van Ness Avenue, Room 3075  
San Francisco, California

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<b>2.</b>	<b>Review and Adopt PMC Minutes of January 8, 2007</b> (Discussion/Action)	10:05
<b>3.</b>	<b>Public Comment</b>	10:10
<b>4.</b>	<b>Report of the Chair</b>	10:15
<b>5.</b>	<b>Update on Para transit Debit Card</b> (Discussion/Action) Kate Toran	10:20
<b>6.</b>	<b>Update on Third Street Publicity Campaign</b> (Discussion/Action) Marc Caposino	10:50
<b>7.</b>	<b>Service Planning Updates</b> (Discussion/ Action) Peter Straus	11:20
<b>8.</b>	<b>BART/Muni fast Pass Presentation</b> (Discussion) Tom Radulovich, BART BOD & BART Staff	11:50
<b>9.</b>	<b>Adjournment</b> (Estimate)	12:00

**Attachments:**

Agenda Item 2 - Draft PMC Minutes, January 8, 2007

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City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)

Planning, Marketing Committee (PMC)

Regular Meeting

DOCUMENTS DEPT.

Action Minutes

OCT - 3 2007

Monday, March 19, 2007 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California

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1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:10 a.m., Monday, March 19, 2007. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Norman Rolfe, and Dorris Vincent.

**PMC Members Present, but absent at Roll Call:** Emily Drennen, arrived at 10:11 a.m.

**PMC Absent:** None

**MTA CAC Members, not on this committee, but also present:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Kate Toran, Marc Caposino, Peter Straus, Janet Martinsen, and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** Edward Mason

2. **Adopt Minutes of February 21, 2007:**  
February 2007 Minutes were adopted
3. **Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:**  
Comments from Edward Mason
4. **Report of the Chair:**  
Bruce Oka presented the report of the chair
5. **Update on Para transit Debit Card:** (Discussion/Action)  
PMC Discussion with staff participation from Kate Toran.  
No action taken by the PMC.
6. **Update on Third Street Publicity Campaign:** (Discussion/Action)  
PMC Discussion with staff participation from Marc Caposino.  
No action taken by the PMC.
7. **Service Planning Updates:** (Discussion/Action)



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Municipal Transportation Agency  
Citizens' Advisory Council  
Planning, Marketing Committee  
Regular Meeting – Action Minutes  
Monday, March 19, 2007

PMC Discussion with staff participation from Peter Straus.  
No action taken by the PMC.

8. **BART/Muni Fast Pass Presentation:** (Discussion/Action)

Mr. Tom Radulovich with BART was not available for this item.

9. **Committee Members' Questions/Information Requests:** (Discussion)

No questions at this time.

10. **Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: April 16, 2007, at 1 South Van Ness Avenue, Conference Room 3075,  
at 10:00 a.m.

11. **Adjournment:** 11:50 a.m.

*Respectfully submitted by:*

*Debra J. Reed*

*MTA CAC - Secretary*





**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

**Notice of Regular Meeting and Agenda**

**for**

**Monday, April 16, 2007, 10:00 a.m.**

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**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Sue Cauthen, Art Cimento, Joan Downey, Steve Ferrario, Griffith  
Humphrey, Daniel Murphy, Cesar Perez, Dan Weaver, Jamison Wieser  
(1 Vacancy)

**Notes:**

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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**  
**Monday, April 16, 2007 at 10:00 a.m.**  
1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	10:00
<b>2.</b>	<b>Review and Adopt PMC Minutes of March 19, 2007</b> (Discussion/Action)	10:05
<b>3.</b>	<b>Public Comment</b>	10:10
<b>4.</b>	<b>Report of the Chair</b>	10:15
<b>5.</b>	<b>Update on Para transit Debit Card</b> (Discussion/Action) Kate Toran (Accessible Services)	10:20
<b>6.</b>	<b>Update on BART/Muni Fast Pass</b> (Discussion/Action) Marisa Espinosa (MTA)	10:35
<b>7.</b>	<b>The Third Street Light Rail Public Art Projects</b> (Discussion/Action) Judy Moran (Art Commission)	10:55
<b>8.</b>	<b>Update on Central Subway</b> (Discussion/Action) John Funghi	11:10
<b>9.</b>	<b>Service Planning Update</b> (Discussion/Action) Peter Straus	11:30
<b>10.</b>	<b>Schedule Upcoming Meetings, Agenda Items and Develop Tentative Topic Calendar</b> (Discussion/ Action) Next regular meeting tentatively scheduled for May 21, 2007, 1 So. Van Ness, Room 3075 10:00 a.m.	11:45
<b>11.</b>	<b>Adjournment</b> (Estimate)	11:50

Attachments:

Agenda Item 2 - Draft PMC Minutes, March 19, 2007







**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL Minutes  
of  
Regular Meeting**

**Monday, April 16, 2007 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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Final
1. **Call to Order / Roll Call** (Agenda Item 1). The regular meeting of the Planning and Marketing Committee (PMC) was called to order at 10:08 a.m., Monday, April 16, 2007. Bruce Oka (Chair) presided. A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen, Norman Rolfe, and Dorris Vincent.

**PMC Absent:** None

**MTA CAC Members, not on this committee, but also present:** Daniel Murphy

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Debra Reed (MTA CAC Secretary), Janet Martinsen (MTA CAC Liaison), Kate Toran (MTA - Accessibility Services), Marisa Espinosa (MTA - Strategic Policy Initiatives), Pamela Herhold (BART), Charlotte Barham (BART), Tom Radulovich (BART Director and Livable City Representative), John Funghi (MTA - Project Manager, Construction), Peter Straus (MTA - Manager Service Planning), and Judy Moran (San Francisco Arts Commission)

**Community Representatives Present:**

Sarah Sherburn-Zimmer - Lifeline Outreach Coordinator

2. **Adopt Minutes of March 16, 2007:**  
March 2007 Minutes were adopted
3. **Public Comment - Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** None
4. **Report of the Chair:**

There was a good turnout for the celebration opening of the T Third line. Attendees included Mayor Gavin Newsom, and Congress Woman and Speaker Pelosi.

5. **Update on Para transit Debit Card** (Discussion/Action)

A PMC discussion ensued with staff participation from Kate Toran.

Ms. Toran reported that the MTA would be negotiating the termination of the contract with GPS Data Solutions (GPSDS). April 17, 2007, the MTA Board meeting would be meeting



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featuring item 12 authorizing the Executive Director/CEO to terminate Contract No. MR-1195, Para Transit Debit Card System with GPSDS for the City's convenience; negotiate a termination agreement with GPSDS, revise the procurement strategy, and issue a new procurement. Ms. Toran felt that it was apparent the Taxi companies were not happy with the structure of that contract.

**6. Update on BART/Muni Fast Pass (Discussion/Action)**

PMC discussion with:

MTA staff participation from Marisa Espinosa,

BART staff participation from Pamela Herhold and Charlotte Barham,

and participation from BART Director and Livable City representative - Tom Radulovich.

Ms. Espinos reviewed a 1-year experimental program that would allow some experimental fares within the budget, a progress study of number of users, number of BART trips, cost to provide the service, etc. The pilot program would be a precursor to Translink implementation involving the use of 2 tickets, one of which to track number of BART rides. Trip reimbursement from the MTA to BART was still under negotiations, but the estimated cost was \$2.5 million. It should be noted that every alternating year BART does carries a built-in consumer price index fare increase. One of the BART representatives stated that on an annual basis they did not know how much annual Trip reimbursement would be.

The MTA recognized over 40 varieties of fare instruments. The CAC wanted to replace them with just

**Question and Comments from the PMC**

Emily Drennen was under the understanding that the \$2.5 million was already budgeted for the program. Response: No. There was 5% discretion that was not yet booked in the final budget in June. There was no line item for the project at the time, but per Mr. Ford's directive there would be a portion of the 5% allocated towards the program upon approval by the MTA Board of Directors.

Dorris Vincent asked about BART's definition of youth. Response: BART extended a discount to children up to 12 years old, but not for children between ages 12 and 17. One of the challenges was to extend the youth age to age 21. A phase approach might be more successful starting with focusing on senior and disabled access to later be followed by teen and preteen access.

Emily Drennen added that Senator Carol Migdon, the Youth Commission, and other groups expressed interest in youth being included in BART access.

Bruce Oka expressed that he did not want Youth discounts to be left out, but on the other hand he did not want Youth discounts to be the deal breaker for the progress made for senior and disabled access.

**Comments from BART Representatives**

Pamela Herhold

Tom Radulovich spoke about the advantages of the Smart Card that was currently use by BART employees that had the user's photo and a computer chip. It could be used with stickers, adding value to the smart card. It could be used as a touch pass on BART and as a flash pass on Muni. A smart card could also be read by Translink giving its owner further access to other transit agencies in the region.

Emily Drennen asked if the reimbursement rate of \$.53 to BART from the MTA per inner city San Francisco rider could be negotiated for a better rate. Mr. Radulovich responded that he felt the idea was palatable, but it would have to be agreed on by the BART Board of Directors. Youth discounts are offered through schools on a different basis.

### **Comment from the Public**

Sarah Sherburn-Zimmer asked about vender locations for senior, lifeline, and various transit instruments as well as literature. Mr. Radulovich suggested BART as a vending location and fast past vending machines. Norman Rolfe added that the Montgomery Station and the Cable Car turntable at Market and Powell Streets.

Action: Emily Drennen moved the following recommendation:

**Motion:** WHEREAS, April 1<sup>st</sup> marked the 25<sup>th</sup> year that users of Muni's Senior, Youth, and Disabled fast passes have advocated for the same intra – San Francisco BART access that Adult fast pass users have enjoyed for 25 years,

THEREFORE BE IT RESOLVED THAT the MTA CAC urges the MTA to fully implement intra-San Francisco BART access to all Muni fast pass users by the start of the 07-08 fiscal year; and

BE IT FURTHER RESOLVED THAT the MTA CAC urges the MTA to adopt the most rider-friendly implementation plan as possible; and

BE IT FURTHER RESOLVED THAT the MTA CAC urges the MTA to aggressively negotiate a lower reimbursement rate than what BART currently charges its discount patrons; and to secure an agreement with BART that includes all of our youth and any new fast pass program for youth.

**Moved** by Emily Drennen

**2<sup>nd</sup>** by Norman Rolfe

**PMC passed**

(Ayes – Emily Drennen, Daniel Murphy, and Norman Rolfe)(Nays – Bruce Oka)  
Dorris Vincent was not available for the vote.

### **7. The Third Street Light Rail Public Art Projects** (Discussion/Action)

A PMC discussion ensued with participation from San Francisco Arts Commission Judy Moran. Ms. Moran announced that of the 28 platforms featuring artwork, 20 of them featured art work by students. An 11 year old program included a national call and a public process that choose 3 artist teams, which worked together with Muni's urban design team and the Planning Department to develop the artwork for the platforms. Per suggestion from Dorris Vincent, an artist coordinated a youth arts program with the Potrero Hill



Neighborhood House, the Bayview Opera House and the Visitation Valley Beacon Center, producing 40 wonderful art posters from students. Ms. Vincent wanted to publicly thank the Art Commission for the student project. Ms. Vincent also noted the fine job well done by all the participants involved.

**8. Update on Central Subway (Discussion/Action)**

A PMC discussion ensued with staff participation from John Funghi. Mr. Funghi gave highlights of the April 14, 2007 Central Subway celebration. He also reviewed planning visuals for the construction of the Central Subway from 4<sup>th</sup> and Berry Streets, along 4<sup>th</sup> and Stockton Streets to Jackson Street in Chinatown. By the end of 2007, the TA may be looking at planning studies to extend the project as phase 3 to Fisherman's Wharf.

**Comments and Questions from the PMC**

Daniel Murphy pointed out that the short platforms only supported 2-car trains. Response: The proposed operating plans were for 2-car trains, but consideration was being given to extending the platforms from 200 ft to 225 ft, which would accommodate 3-car trains.

**9. Service Planning Update (Discussion/Action)**

A PMC discussion ensued with staff participation from Peter Straus.

The 54 Felton route was restored along 3<sup>rd</sup> Street.

The new route for the 29 Sunset included a new schedule, additional buses and reduced headways. The 29 Sunset would be terminated at the new Presidio Transit Center built by the Presidio Trust, thus replacing the 82x Presidio service.

The 44 O'Shaughnessy route would be extended to Evans Street Post Office Station.

**10. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: May 16, 2006, at 1 South Van Ness Avenue, Conference Room 3075, at 10:00 a.m.

**11. Adjournment: 12:59 p.m.**

*Respectfully submitted by:*  
*Debra J. Reed*  
*MTA CAC - Secretary*





**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

Notice of Meeting

for

Monday, May 21, 2007 at 10:00 a.m.

***"Has Been Cancelled"***

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**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Art Cimento, Joan Downey, Steve Ferrario, Griffith Humphrey, Daniel  
Murphy, Cesar Perez, Dan Weaver, Jamison Wieser  
(1 Vacancy)

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
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**Notice Regular Meeting and Agenda  
for**

**Monday, June 18, 2007, 10:00 a.m.  
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Bruce Oka (Chair), Emily Drennen, Norman Rolfe and, Dorris Vincent

**Council Members not members of this Committee:**

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Griffith Humphrey, Daniel Murphy, Cesar Perez, Greg Riessen, Dan Weaver, Jamison Wieser  
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**City & County of San Francisco**  
**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Monday, June 18, 2007 at 10:00 a.m.**

1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	10:00
<b>2.</b>	<b>Review and Adopt PMC Minutes of April 16, 2007</b> (Discussion/ Action)	10:05
<b>3.</b>	<b>Public Comment</b>	10:10
<b>4.</b>	<b>Report of the Chair</b>	10:15
<b>5.</b>	<b>Update on Para transit Debit Card</b> (Discussion/Action) Kate Toran	10:20
<b>6.</b>	<b>Muni Website Navigation Problems</b> (Discussion) Marc Caposino	10:50
<b>7.</b>	<b>Update on Central Subway</b> (Discussion/Action) John Funghi	11:20
<b>8.</b>	<b>Service Planning Updates</b> (Discussion/ Action) Peter Straus	11:50
<b>9.</b>	<b>Adjournment</b> (Estimate)	12:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, April 16, 2007





**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**FINAL Minutes  
of  
Regular Meeting**

**Monday, June 18, 2007 at 10:00 a.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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**1. Call to Order / Roll Call**

Chairman Bruce Oka called the meeting to order at 10:08 a.m.  
A quorum was present including the following:

**PMC Members Present at Roll Call:** Bruce Oka (Chair), Emily Drennen (departed at 12:10), and Norman Rolfe.

**PMC Members Present, but absent at Roll Call:** Dorris Vincent (arrived at 11:15)

**MTA CAC Members, not on this committee, but also present:** Jamison Wieser

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Kate Toran, Marc Caposino (MTA – Marketing), John Funghi (MTA Project Manager, Construction – Central Subway), Peter Straus (Manager - Service Planning), and Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** None

**2. Adopt Minutes of April 16, 2007:**

April 2007 Minutes were adopted with correction

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda: none**

**4. Report of the Chair:**

Bruce Oka was still looking for a Council member to replace him as chair of the PMC.

Emily Drennen stated that in a conversation with MTA senior staff, it seemed like the Disabled, Senior and Youth fast passes on BART had completely and utterly stalled on the part of both BART and MTA. The \$2.5 million that the CAC thought was allocated to pay for the proposal was taken out of the budget and that there is no proposal at this point.

**5. Update on Para transit Debit Card: (Discussion/Action)**

PMC discussion ensued with staff participation from Kate Toran.



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The MTA Board terminated the prior contract in April with GPS Data Solutions. Bose Allen Hamilton would be working the MTA to re-configure the Debit Card project into two projects; i.e., in-vehicle equipment procurement, and back-end software. The software communications component would be written into the Para transit RFP making the Para transit broker responsible for the communication link under the new broker contract.

6. **Muni Website Navigation Problems:** (Discussion/Action)

PMC discussion ensued with staff participation from Marc Caposino.

The new webpage was formatted with the link clicking method for users to easily reach levels of interest rather than the previous method of scrolling down long pages for information. Visually the new webpage used larger-than-average fonts compared to the previous webpage.

**Questions and Comments from the PMC**

Jamison Wieser suggested:

- ♦ Moving the "Search" box to be a constant feature always visible at the top or the bottom of any screen.
- ♦ For content, add key destinations, such as museums, etc. Also add advertisement.

Emily Drennen asked how easy would it be to get to the System Map or NextMuni features. Response: Mr. Caposino attended a meeting looking at redesigning the Transit page with a link to a dedicated page of automatic updates.

7. **Update on Central Subway:** (Discussion/Action)

PMC update discussion regarding Central Subway progress ensued with staff participation from John Funghi regarding packaging and delivery of phase 2 of the contract from China Town to 4<sup>th</sup> and King Streets. He also spoke on existing features within the project to accommodate future lining schemes for proposed future extensions and turn-outs (switches) at Geary or Post for future light rail extensions as it connects to the Central Subway. There may be a future phase 3 to extend light rail into North Beach and Fisherman's Warf.

The PMC wanted to hear the planning implications of the subway and how it fits into Muni's long range planning. How would these projects improve service for the customers served? Norman Rolfe felt that the plans for mid-block stop along Stockton between Market Street and Union Square were poor solutions for passengers transferring to transit running along Mission, Market, and Geary Streets.

The PMC asked for a future presentation from MTA Long Range Planning staff on the planning implications of the Central Subway.

8. **Service Planning Updates:** (Discussion)

PMC discussion ensued with staff participation from Peter Straus.



The Metro system has been experiencing a lot of problems in part due to new operators for rail not completing training, i.e.; backing out or failing the training. System wide Muni was short by 150 to 200 operators.

The N Judah run continuing to Caltrain would be restored.

As of June 30, 2007, the T Third train destination will read West Portal or Balboa Park, when entering the tunnel at Folsom Street, and will convert to the K Ingleside train continuing on to Balboa Park, but convert back to the T Third train when returning to West Portal Station heading towards Sunnydale.

Environmental work has commenced for the Geary BRT, with the Transportation Authority taking the lead.

9. **Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting date will be announced by Chair Bruce Oka

Location: 1 South Van Ness Avenue, Conference Room 3075, at 10:00 a.m.

10. **Adjournment:** 12:20 p.m.

*Respectfully submitted by:*

*Debra J. Reed*

*MTA CAC - Secretary*





**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

Notice of Meeting

for

Monday, July 16, 2007 at 10:00 a.m.

***"Has Been Cancelled"***

1 South Van Ness Avenue, Room 3075  
San Francisco, California

San Francisco, CA

**Members:**

Bruce Oka (Chair), Emily Drennen, Norman Rolfe, Dorris Vincent

**Council Members not members of this Committee:**

Mary Burns, Art Cimento, Joan Downey, Steve Ferrario, Griffith Humphrey, Daniel  
Murphy, Cesar Perez, Greg Riessen, Dan Weaver, Jamison Wieser  
(1 Vacancy)

**Notes:**

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Municipal Transportation Agency, Citizens' Advisory Council

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☎ (415) 701-4666 FAX (415) 701-4502









**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice Regular Meeting and Agenda  
for**

**Thursday, August 16, 2007, 3:30 p.m.  
1 South Van Ness Avenue, Room 3072  
San Francisco, CA**

**Members:**

Jamison Wieser (Chair), Emily Drennen, Bruce Oka, and Norman Rolfe

**Council Members not members of this Committee:**

Mary Burns, Art Cimento, Joan Downey, Steve Ferrario, Griffith Humphrey,  
Daniel Murphy, Cesar Perez, Greg Riessen, Dorris Vincent, and Dan Weaver  
(1 Vacancy)

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Thursday, August 16, 2007 at 3:30 p.m.**

1 South Van Ness Avenue, Room 3072  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	3:30
<b>2.</b>	<b>Review and Adopt PMC Minutes of April 16, 2007</b> (Discussion/Action)	3:35
<b>3.</b>	<b>Public Comment</b>	3:40
<b>4.</b>	<b>Report of the Chair</b>	3:45
<b>5.</b>	<b>NextMuni subway platform displays</b> (Discussion/Action) Frank Lau and Ken Jew	3:50
<b>6.</b>	<b>Muni accessibility for families with children</b> (Discussion/Action) York Kwan and Cynthia Chambers	4:20
<b>7.</b>	<b>Escalator placement and accessibility</b> (Discussion/Action) Peter Albert	4:50
<b>8.</b>	<b>Committee Members' Questions and Comments</b>	5:20
<b>9.</b>	<b>Agenda planning for the Next Regular Meeting Tentatively Scheduled:</b> Thursday, September 20, 2007, 3:30 p.m., 1 South Van Ness Avenue, conference Room 3072	5:25
<b>10.</b>	<b>Adjournment</b> (Estimate)	5:30

**Attachments:**

Agenda Item 2 - Draft PMC Minutes, June 16, 2007

**Notes:**

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**Regular Meeting Minutes**

**Thursday, August 16, 2007 at 3:30 p.m.**

**1 South Van Ness Avenue, Conference Room 3072  
San Francisco, California**

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**1. Call to Order / Roll Call**

Chairman Jamison Wieser called the meeting to order at 3:30 p.m.

A quorum was present including the following:

**PMC Members Present at Roll Call:** Jamison Wieser (Chair), Emily Drennen, Bruce Oka, and Norman Rolfe.

**PMC Absent:** None

**MTA Staff (San Francisco Municipal Railway [Muni] and Department of Parking and Traffic [DPT]) Present:** Ken Jew (MTA Project Manager), Frank Lau (MTA Project Engineer), Andrew Wong (MTA Engineer Intern), Adrian Moy (Deputy Director of Safety and Training), York Kwan (Green Training Manager), Debra Reed (MTA CAC Secretary)

**Community Representatives Present:** None

**2. Adopt Minutes of April 16, 2007:**

April 16, 2007 Minutes were adopted

**3. Public Comment – Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** None

**4. Report of the Chair:**

Jamison Wieser introduced himself as the new chair for PMC. While the former chair Bruce Oka had other pressing obligations, he would continue to serve as a committee member on the PMC.

**5. NextMuni Subway Platform Displays:** (Discussion/Action) Frank Lau and Ken Jew

Mr. Jew distributed and reviewed the handout, "Flat Screen Displays for the Muni Subway Stations." A PMC discussion ensued as Frank Lau narrated a slide presentation of installation plans throughout the metro stations. Graphic display would be provided by NextBus, but installation would be provided by MTA.

Bus shelter signs for diesel lines were expected to be in operation by August/September 2007.

Emily Drennen



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Outside of the metro stations would monitors be mounted for public view? Response: Signs would be installed in the subway, but outside monitors might be an idea for a future project.

Could the Wi-Fi network for the platform display system be accessible by the public? Response: Ms. Drennen's suggestion would be forwarded to the IT department for consideration.

**6. Muni Accessibility for Families with Children** (Discussion/Action)

A PMC discussion ensued with staff participation from Adrian Moy and York Kwan. Passageways on Muni vehicles blocked by strollers with children seated in them become a safety hazard for people and children. There is a City California regulation stating that aisles, doors, and emergency exits cannot be blocked. How children are secured, such as holding them in laps, placing them on seats, or standing, would be the choice of their guardian, however in order to comply with the regulation, Muni has asked that strollers be folded.

It had been suggested by a group called the Parents of Multiples that guardians be allowed to park strollers with seated children in vacant handicap areas. Should a wheelchair need the area, then the family would be asked to vacate, on the other hand, it was pointed out that moving may not sit well with a family once situated. Mr. Oka responded that if the handicap space was occupied by those that qualified to be there, then they should be allowed to remain there.

It was also brought up that strollers should be secured by strapping; however Mr. Moy responded that some strollers were constructed with materials that would not withstand pressure from strapping.

Mr. Oka would talk to the MAAC Chair to request a committee discussion for their September agenda about parking strollers with seated children in the wheelchair areas of Muni vehicles. Mr. Moy was planning to attend to hear concerns from senior and disabled patrons. The PMC would followup with a further discussion on the outcome of the MAAC meeting.

**7. Escalator Placement and Accessibility** (Discussion/Action)

Kim Walton was not available for this item, however she did forward BART's "Balboa Park Station Comprehensive Plan September 2002" for distribution and PMC discussion. Escalator placements and other vertical circulation issues at the Balboa Park Station are BART's domain, since they own and operate the station. It was suggested to invite Mr. Tim Chan from BART to address escalator concerns.

The PMC would still like a future discussion regarding the Better Neighborhoods Plan with a representative from the City Planning Department and MTA Planning Department to better connect with transit.

**8. Committee Members' Questions and Comments:** (Discussion)

No questions at this time.

**9. Schedule Upcoming Meetings and Agenda Items:**

Next regular meeting: September 20, 2007, at 1 South Van Ness Avenue, Conference Room 3075, at 3:30 p.m.

- ◆ Coordination of Transit Oriented Development and City Planning with the Better Neighborhoods Plan (Discussion/Action) Peter Albert and the City Planning Department
- ◆ Central Subway (Discussion/Action) MTA Planning Department
- ◆ Allowing Strollers in Wheelchair Area of Muni Vehicles (Discussion)

**10. Adjournment:** 5:13 p.m.

*Respectfully submitted by:*  
*Debra J. Reed*  
*MTA CAC - Secretary*







**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice Regular Meeting and Agenda  
for**

**Thursday, September 20, 2007, 3:30 p.m.  
1 South Van Ness Avenue, Room 3075  
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**Members:**

Jamison Wieser (Chair), Emily Drennen, Bruce Oka, and Norman Rolfe

**Council Members not members of this Committee:**

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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Thursday, September 20, 2007 at 3:30 p.m.**

1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

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<b>3.</b>	<b>Public Comment</b>	3:40
<b>4.</b>	<b>Report of the Chair</b>	3:45
<b>5.</b>	<b>Phelan Loop</b> (Discussion/Action) Kim Walton	3:50
<b>6.</b>	<b>Coordination of Transit Oriented Development and City Planning with the Better Neighborhoods Plan</b> (Discussion/Action) Peter Albert, Charles R. Rivasplata, Ph.D., M.C.P., Kate McGee (aicp)	4:20
<b>7.</b>	<b>Central Subway</b> (Discussion/Action) John Funghi	4:50
<b>8.</b>	<b>Committee Members' Questions and Comments</b>	5:20
<b>9.</b>	<b>Agenda planning for the Next Regular Meeting Tentatively Scheduled:</b> Thursday, October 18, 2007, 3:30 p.m., 1 South Van Ness Avenue, conference Room 3072	5:25
<b>10.</b>	<b>Adjournment</b> (Estimate)	5:30

**Attachments:**

Agenda Item 2 - Draft PMC Minutes, August 16, 2007

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Citizens' Advisory Council (MTA CAC)**

**Planning, Marketing Committee (PMC)**

**Regular Meeting Minutes  
Thursday, September 20, 2007 at 3:30 p.m.  
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San Francisco, California**

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**1. Call to Order / Roll Call**

Chairman Jamison Wieser called the meeting to order at 3:38 p.m.

**PMC Members present at Roll Call:** Jamison Wieser (Chair), Bruce Oka, and Norman Rolfe (departed at 5:40 p.m.).

**PMC Members present but absent at Roll Call:** Emily Drennen (arrived at 4:00 p.m.)

**MTA Staff and other City Departments present:** Peter Albert (MTA Deputy Director Planning), Debra Reed (MTA CAC Secretary), Kate McGee, AICP (City Planning Department — Citywide Planner [Balboa Park Station]), and Charles R. Rivasplata, PhD, MCP (City Planning Department — Transportation Planner [Glenn Park Station])

**Community Representatives present:** None

**2. Adopt Minutes of August 16, 2007:**

**Motion** to adopt minutes: unanimously approved.

**3. Public Comment — Concerning any issue within the jurisdiction of the Council and not noted on the agenda:** None

**4. Report of the Chairman:**

No report.

**5. Phelan Loop:** (Discussion/Action) Peter Albert

Peter Albert stated that the Mayor's Office of Housing was having a meeting on September 21, 2007 to discuss developing the Phelan Loop into a full station with a plaza, that will be fully accessible and will include affordable housing.

**6. Coordination of Transit Oriented Development and City Planning with the Better Neighborhoods Plan:** (Discussion/Action) Kate McGee, Charles R. Rivasplata and, Peter Albert

**Better Neighborhoods Plan - Glen Park Station**

Mr. Rivasplata reviewed plans for the Glenn Park Station. The project is part of the larger general area plan, which will include developing transportation links, housing development, and improving bicycle transportation.

**Questions and Comments from the PMC regarding Glenn Park**



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Jamison Wieser requested additional information regarding transportation improvements. Mr. Rivasplata stated that a direct link would be examined in the feasibility report between BART and the SFMTA as well as other transportation improvements.

**Better Neighborhoods Plan - Balboa Park Station**

Ms. McGee reviewed plans for the Balboa Park Station. Areas covered by the plan include City College Campus, Balboa Park BART Station, Balboa Park, and the Ocean Avenue Neighborhood commercial district. The vision includes housing opportunities; re-engineering the public facility and city streets; constructing additional bike lanes and; making pedestrian and transit improvements.

Emily Drennen stated that there are a lot of signal lights and left turning autos along Ocean Avenue that slow the trains. Ms. McGee stated that preferential signals were included in the plan as well as a discussion regarding left turns.

Ms. Drennen suggested having the J and M lines terminate at a single point. Mr. Albert stated that the SFMTA is considering terminating the lines at San Francisco State University.

Norman Rolfe asked about the stuff from the Geneva upper yard. Mr. Rivasplata responded that the PUC, as owners of the reservoir, had been asked to store vehicles under a cap.

**7. Central Subway: (Discussion/Action)**

Mr. Albert explained that Fourth, Townsend and King Streets are interesting transit intersections. Given the amount of street traffic, inter-modal transfers need to be convenient and safe. An underground connection between the Central Subway, the T-Third line, the N-Judah line and CalTrain would be safe and ideal.

Mr. Albert asked that the item be continued to allow additional staff participation.

**8. Committee Members' Questions/Information Requests: (Discussion)**

No questions.

**9. Agenda Planning for the Next Regular Meeting Tentatively Scheduled:**

Next regular meeting: October 18, 2007, at 1 South Van Ness Avenue, Conference Room 3075, at 3:30 p.m.

- ♦ TEP – Julie Kirschbaum (What are the creative new ideas, what are some of the proposals, how could the MTA be more tourist friendly, branding).
- ♦ Allowing strollers in wheelchair area of Muni vehicles – Adrian Moy and Annette Williams (Feasibility and practicality of parents using wheelchair spaces). Invite representative from "Parents of Multiples" organization.
- ♦ Debit Card – Kate Toran
- ♦ Halloween planning – Pacifico Paculba and Cindy Shamban

Municipal Transportation Agency  
Citizens' Advisory Council  
Planning, Marketing Committee  
Regular Meeting Minutes  
Thursday, September 20, 2007

10. **Adjournment:** 5:57 p.m.

*Respectfully submitted by:*  
*Debra J. Reed*  
*MTA CAC - Secretary*







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**City & County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council  
Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Thursday, October 18, 2007 at 3:30 p.m.**

1 South Van Ness Avenue, Room 3072  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	3:30
<b>2.</b>	<b>Review and Adopt PMC Minutes of September 20, 2007</b> (Discussion/ Action)	3:35
<b>3.</b>	<b>Public Comment</b>	3:40
<b>4.</b>	<b>Report of the Chair</b>	3:45
<b>5.</b>	<b>Debit Card Update</b> (Discussion/Action) Kate Toran, Fariba Mahmoudi 701-4308, and Hansu Kim 415-860-6187 hansu@hancg.com	3:50
<b>6.</b>	<b>Halloween Planning</b> (Discussion/Action) Deputy Chief Antonio Parra and Pacifico Paculba	4:20
<b>7.</b>	<b>Allowing Strollers in Wheelchair Area of Muni Vehicles</b> (Discussion/Action) Adrian Moy, Larry Garnes, Kirchanski, Michael, September Jarrett (S.F. Dept. Children Youth & Their Families)	4:50
<b>8.</b>	<b>Committee Members' Questions and Comments</b>	5:20
<b>9.</b>	<b>Agenda planning for the Next Regular Meeting Tentatively Scheduled:</b> Thursday, September 20, 2007, 3:30 p.m., 1 South Van Ness Avenue, conference Room 3072	5:25
<b>10.</b>	<b>Adjournment</b> (Estimate)	5:30

Attachments:

Agenda Item 2 - Draft PMC Minutes, September 20, 2007





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Municipal Transportation Agency

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**PMC October 18, 2007, minutes**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (SFMTA CAC)  
Planning, Marketing Committee (PMC)**

**Regular Meeting Minutes**

**Thursday, October 18, 2007 at 3:30 p.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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**1. Call to Order / Roll Call**

Chairman Jamison Wieser called the meeting to order at 3:30 pm

**PMC Members present at Roll Call:** Jamison Wieser (Chairman), Emily Drennen and Bruce Oka.

**PMC Members present, but absent at Roll Call:** Norman Rolfe (arrived at 3:40 pm and departed at 5:22 pm)

**SFMTA staff and other city departments present:** Hansu Kim (Han Consultants – consulting for the SFMTA), Kim Chan (BART - Planning), Ruben Warren (BART – Planning), Deputy Chief Antonio Parra (SFMTA – Head of Security), Michael Kirchanski (SFMTA– Health and Safety Manager), Jamie Osborne (SFMTA – ADA), Fariba Mahmoudi (SFMTA- Project Manager, Debit Card Project) and Debra Reed (SFMTA CAC Secretary).

**Community representatives present:** Randy

**2. Adopt minutes of September 20, 2007:**

Motion to adopt minutes: unanimously approved.

**3. Public Comment concerning any issue within the jurisdiction of the Council and not noted on the agenda:** None

**4. Report of the Chairman:** Jamison Wieser

Chairman Wieser called for a special PMC meeting to discuss the Short Range Transit Plan later in October. Members will be notified and an agenda will be posted of the date and time.

Chairman Wieser noted the presence of Tim Chan and Ruben Warren from BART who gave a quick overview of BART's history in connection with access to stations for strollers, seniors and disabled patrons at the Balboa and Glenn Park Stations.

**5. Debit Card Update:** (Discussion/Action) Fariba Mahmoudi and Hansu Kim

Mr. Kim reviewed the ParaTransit Debit Card Program. The Debit Card is compatible with all systems currently installed in taxis; it has increased security features; and it allows taxis the ability to add credit card processing capability. Cab companies would be able to use equipment of their choice provided those vendors that meet the necessary system specifications.

**Questions and Comments from PMC**

Jamison Wieser asked if acquiring a debit card would be as simple as purchasing cab scripts. Mr. Kim stated that the debit card would be easier.

Chairman Wieser asked about on-going maintenance as new hardware develops. Mr. Kim stated that any vendor can meet the system's opened-architecture API standard can qualify to join the project.

Emily Drennen asked if it would be a one-time opportunity for equipment. Mr. Kim stated that if more medallions were issued there would be a need for additional equipment for those cabs. Cab Companies would get a one-time subsidy for equipment.

**6. Halloween Planning:** (Discussion/Action) Deputy Chief Antonio Parra

Deputy Chief Parra had to depart before this item was scheduled for presentation.

Michael Kirchanski stated that Mayor Newsom and Police Chief Heather Fong wanted to discourage visitors to the Castro area, which would include closing the Van Ness Metro Station.

**7. Allowing Strollers in Wheelchair Area of Muni Vehicles:** (Discussion/Action) Jamie Osborne and Michael Kirchanski

Mr. Kirchanski stated that wheelchair passengers have a legal right to access areas designed for wheelchairs on Muni vehicles. Jamie Osborne stated that while a more family friendly system is preferred, members of MAAC were not in favor of parking strollers in wheelchair areas. Mr. Kirchanski stated that wheelchair lifts, elevators, wayside platforms and ramps could possibly be made available for strollers.

Chairman Wieser and PMC members expressed interest in child safety seating versus strollers. Mr. Kirchanski stated that there was a CHP that states that bus windows and isles cannot be blocked, which would apply to strollers. He suggested focusing on areas other than wheelchair areas for alternative seating designs suitable for using strollers.

Ms. Drennen suggested removing a seat on Muni vehicles to allow room for strollers, groceries, luggage or other bulky items.

Chairman Wieser stated that the PMC wanted the SFMTA to be more family friendly, providing tips on how to travel with a family in brochures and on the SFMTA website.

Bruce Oka said that using the wheelchair lift to pick up children in strollers would be an easy accommodation provided that children are safely strapped into the stroller.

**8. Committee Members' Questions/Information Requests: (Discussion)**

No questions.

**9. Agenda Planning for the Next Regular Meeting Tentatively Scheduled:**

Next regular meeting: November 15, 2007, at 1 South Van Ness Avenue, Conference Room 3075, at 3:30 p.m.

**10. Adjournment: 5:28 p.m.**

*Respectfully submitted by:*

*Debra J. Reed*

*SFMTA CAC - Secretary*

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**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council**

**Planning & Marketing Committee (PMC)**  
[former Service, Design and Marketing Committee (SDMC)]

**Notice  
Special Meeting and Agenda  
for**

**Thursday, October 25, 2007, 4:00 p.m.  
1 South Van Ness Avenue, Room 3075  
San Francisco, CA**

10-22-07 10:05:05 AM

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**Members:**

Jamison Wieser (Chair), Emily Drennen, Bruce Oka, and Norman Rolfe

**Council Members not members of this Committee:**

Mary Burns, Art Cimento, Joan Downey, Steve Ferrario, Griffith Humphrey,  
Daniel Murphy, Cesar Perez, Greg Riessen, Dorris Vincent, and Dan Weaver

**Notes:**

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**City & County of San Francisco**  
**Municipal Transportation Agency**  
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**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Special Meeting**

**Thursday, October 25, 2007 at 4:00 p.m.**

1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	4:00
<b>2.</b>	<b>Public Comment</b>	4:03
<b>3.</b>	<b>Report of the Chair</b>	4:10
<b>4.</b>	<b>Short Range Transit Plan (SRTP)</b> (Discussion/Action) Frank Markowitz	4:15
<b>5.</b>	<b>Committee Members' Questions and Comments</b>	4:50
<b>6.</b>	<b>Agenda planning for the Next Regular Meeting Tentatively Scheduled:</b> Thursday, November 15, 2007, 3:30 p.m., 1 South Van Ness Avenue, conference Room 3075	4:55
<b>7.</b>	<b>Adjournment</b> (Estimate)	5:00





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**PMC October 25, 2007, minutes**

**City and County of San Francisco  
Municipal Transportation Agency  
Citizens' Advisory Council (MTA CAC)**

**Planning and Marketing Committee (PMC)**

**Regular Meeting Minutes**

**Thursday, October 25, 2007 at 4:00 p.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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**1. Call to Order / Roll Call**

Chairman Jamison Wieser called the meeting to order at 4:02 pm

**PMC Members present at Roll Call:** Jamison Wieser (Chair), Emily Drennen and Norman Rolfe.

**PMC Members present, but absent at Roll Call:** Bruce Oka (arrived at 4:06 pm)

**MTA staff and other city departments present:** Frank Markowitz (MTA – Sr. Transportation Planner), Darton Ito (MTA- Manager, Capital Systems Planning) and Debra Reed (MTA CAC Secretary).

**2. Public Comment concerning any issue within the jurisdiction of the Council and not noted on the agenda:** None

**3. Report of the Chairman:** Jamison Wieser

No Report.

**4. Short Range Transit Plan (SRTP):** (Discussion/Action) Frank Markowitz and Darton Ito

Mr. Markowitz reviewed the SRTP.

**Questions and Comments**

Emily Drennen asked what was new about the SRTP. Mr. Markowitz stated that the key portions were the 20-year operating and capital financial plans.

Page 1 - 4 Ms. Drennen and Bruce Oka said that they could not recall a formal introduction of the

Strategic Plan goals and objectives to the CAC for input. Mr. Ito noted that they had been adopted by the MTA Board of Directors in June 2007.

Page 3 The consensus of the PMC was to review the Central Subway Environmental Impact Report at the next meeting. Ms. Drennen wanted to see additional information on the challenges and not just the benefits of the project.

Jamison Wieser commented that he did not see anything in the SRTP about on-going work or projects such as the Central Subway Project that would address problems at the Fourth and King Streets intersection.

Ms. Drennen asked about Central Subway funding sources including committed funding. Mr. Markowitz stated that funding information was included in the long CIP (Capital Investment Program) tables on page 11-7-87.

Page 3-12 Jamison Wieser stated that the T-Third line would discontinue service to the financial district once the Central Subway re-directs the T-Third line along Fourth and Stockton Streets to Chinatown.

Page 4 Norman Rolfe asked if the ridership dropped during the years 2000 to 2003 because of the dot.com bust. He also wanted to know if other transit systems experienced a similar drop in ridership. Chairman Wieser commented that Caltrain experienced a dramatic drop. Mr. Markowitz indicated that during those years other regional transit systems lost ridership. Mr. Rolfe asked why no data was available for the years 1978 through 1983, which might indicate the effect of the economy. Mr. Ito stated that there was a change in methodology during that time period. Chairman Wieser asked for more discussion about bikes on Muni vehicles.

Page 4-31 Chairman Wieser asked about the T-Third being referred to as the SFMTA service and not as Muni service. Mr. Markowitz stated that there is an agency effort to emphasize the SFMTA identity.

Page 4-14 Ms. Drennen stated that the comparison of estimated travel time figures being similar to those of other transit agencies was misleading because Muni trips are shorter than trips of peer transit agencies and Muni speeds are slower (which is itself a major issue). Mr. Ito stated that the information was based on reporting survey data.

Page 5-28 Mr. Rolfe asked about timetables regarding route changes and service additions at Mission Bay. He requested a more explicit discussion in the SRTP. Mr. Markowitz directed the PMC to pages 5-28 in year 2010, when the SFMTA would begin work on trolley extensions and pages 6-32 for FY2012 as the trolley extension in service.

Page 4-23 Ms. Drennen asked for a more balanced presentation of survey results that would also include negative findings.

Page 4-25 Ms. Drennen pointed out that security for the SFMTA was among the lowest Police/Rider ratios when compared to other transit agencies.

Page 5 Ms. Drennen felt that the SRTP should include historical points that would clarify why the

SFMTA chose bus rapid transit over light rail. Mr. Markowitz pointed out that the CIP included both bus rapid transit and light rail projects for Van Ness and Geary corridors, and that there has been no decision made to drop LRT from consideration.

Page 5-12 Ms. Drennen asked for an update on BART's consideration of a Geary extension.

Page 5-16 Ms. Drennen asked for a history of abolished Muni rail lines that serviced San Francisco until the 1940s and 1950s.

Page 5-17 Ms. Drennen asked when the decision was made that there would be no current activity to look at a rail extension for Van Ness Avenue. Mr. Ito stated that the Transit Effectiveness Project was reviewing such issues including revisiting the consistency of corridor upgrades with the vision for rapid transit.

Page 5-23 Ms. Drennen commented regarding the Market Street study, that the SRTP should report on the status of recommendations especially short-term improvements.

Page 5-30 Ms. Drennen asked about re-defining the definition for on-time performance. Mr. Ito said that the current standard for on-time performance was spelled out in Proposition E.

Page 6-5 #3 Mr. Rolfe stated that congestion pricing revenue should be applied to transit in order to help Muni.

Chairman Wieser asked for information regarding what would be done for the Market Street Subway to increase throughput given that the Embarcadero's train turn-around failed during the T-Third start-up.,

Page 6-10 Ms. Drennen asked about the State and regional revenue share. Since the SRTP reported that 51% of regional transit rides were provided by Muni, what would be Muni's share of the State and regional transit assistance?

Page 6-21 Ms. Drennen suggested that the projected ridership chart should include recent ridership. The text should explain why ridership was forecasted to increase when ridership had dropped in recent years. Also, it should list the source of ridership forecasts. Mr. Ito stated that the increase in ridership forecasted over the next several years was mainly related to new service but after the opening of the Central Subway ridership growth would level off.

Page 6-22 Ms. Drennen suggested that previous years should be reflected on the projected fare revenue chart.

Page 6-34. Chairman Wieser stated that peak vehicle assumptions did not take into account the growth of the fleet as discussed in Ch. 7 Fleet Program. Mr. Ito stated that the Fleet Plan identified potential future growth needs, but these were not definite enough to be reflected in the detailed operating and capital plans.

Chairman Wieser said that the 20 year revenue forecasts were speculative and should thus be clearly stated.



Chairman Wieser said that the SRTP would be presented to the SFMTA CAC.

**5. Committee Members' Questions/Information Requests: (Discussion)**

No questions.

**6. Agenda Planning for the Next Regular Meeting Tentatively Scheduled:**

Next regular meeting: November 15, 2007, at 1 South Van Ness Avenue, Conference Room 3075, at 3:30 p.m.

" Central Subway – Environmental Impact Report

**7. Adjournment: 5:27 p.m.**

*Respectfully submitted by:*

*Debra J. Reed*

*MTA CAC - Secretary*

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**Planning & Marketing Committee (PMC)**

[former Service, Design and Marketing Committee (SDMC)]

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**Notice Regular Meeting and Agenda**

**for**

**Thursday, November 15, 2007, 3:30 p.m.**

**1 South Van Ness Avenue, Room 3075**

**San Francisco, CA**

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**Members:**

Jamison Wieser (Chair), Emily Drennen, Bruce Oka, and Norman Rolfe

**Council Members not members of this Committee:**

Mary Burns, Art Cimento, Joan Downey, Steve Ferrario, Griffith Humphrey,  
Daniel Murphy, Cesar Perez, Greg Riessen, Dorris Vincent, and Dan Weaver

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**Municipal Transportation Agency**  
**Citizens' Advisory Council**  
**Planning & Marketing Committee (PMC)**  
(former Service, Design and Marketing Committee [SDMC])

**Regular Meeting**

**Thursday, November 15, 2007 at 3:30 p.m.**

1 South Van Ness Avenue, Room 3075  
San Francisco, California

**AGENDA**

<b>Item #</b>	<b>Item</b>	<b>Estimated Time</b>
<b>1.</b>	<b>Call to Order/Roll Call</b>	3:30
<b>2.</b>	<b>Review and Adopt PMC Minutes of October 18 and October 25, 2007</b> (Discussion/ Action)	3:31
<b>3.</b>	<b>Public Comment</b>	3:33
<b>4.</b>	<b>Report of the Chair</b>	3:36
<b>5.</b>	<b>Temporary Transbay Terminal</b> (Discussion/Action) Javad Mirabdahl	3:40
<b>6.</b>	<b>TEP</b> (Discussion/Action) Julie Kirschbaum	4:10
<b>7.</b>	<b>Committee Members' Questions and Comments</b>	4:50
<b>8.</b>	<b>Agenda planning for the Next Regular Meeting Tentatively Scheduled:</b> Thursday, January 17, 2008, 3:30 p.m., 1 South Van Ness Avenue, conference Room 3075	4:55
<b>9.</b>	<b>Adjournment</b> (Estimate)	5:00

Attachments:

Agenda Item 2 - Draft PMC Minutes, October 18, 2007

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**Regular Meeting Minutes  
Thursday, November 15, 2007 at 3:30 p.m.  
1 South Van Ness Avenue, Conference Room 3075  
San Francisco, California**

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**1. Call to Order / Roll Call**

The meeting was called to order at 3:36 p.m. In the absence of Chairman Wieser, Bruce Oka served as chairman for the meeting

**PMC Members present at Roll Call:** Emily Drennen, Bruce Oka and Norman Rolfe.

**PMC absent:** Jamison Wieser – with notification

**SFMTA staff and other city departments present:** Javad Mirabdahl (MTA Transportation Planner), James Lowè (MTA Transit Planner) and Debra Reed (SFMTA CAC Secretary).

**2. Adopt minutes of October 18 and 25, 2007:**

Motion to adopt minutes: unanimously approved with changes. (Except Jamison Wieser – Absent)

**3. Public Comment concerning any issue within the jurisdiction of the Council and not noted on the agenda: None**

**4. Report of the Chairman: Bruce Oka**

Mr. Oka reported rough driving by operators. Norman Rolfe suggested forwarding the concern to the EMSC as a safety/training topic.

**5. Temporary Transbay Terminal (Discussion/Action) Javad Mirabdahl and James Lowè**

Mr. Mirabdahl reviewed the five-year Temporary Transbay Terminal project for 2008. Mr. Lowè said that the item would also be presented to SPY and MAAC.

**Questions and Comments**

Emily Drennen said that it would be easier for passengers to use one stop rather than inconveniencing passengers with three different bus stops. Mr. Mirabdahl said that the temporary Transbay site was very crowded with layovers for the 1, 5, 20, 38, 41 and 71 lines. Ms. Drennen suggested establishing an SFMTA block for passenger loading and using layover areas for employee breaks. Mr. Lowè said that the expectation was 100 buses per hour, so it was necessary to spread the stops out to keep the traffic flowing. Bruce Oka added that the paratransit stop would also allow wheelchair users to catch Samtrans Paratransit.



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Ms. Drennen asked if the 14 Mission line terminus would be relocated. Mr. Lowè said that the 14 Mission would continue to terminate on Mission Street.

Ms. Drennen asked how the terminal move would affect passengers transferring between Transbay lines and the 14 Mission line. Mr. Mirabdahl said that passengers would have to walk one block.

Norman Rolfe asked about the 6 Parnassus terminus. Mr. Lowè said that the 6 Parnassus would terminate at the Ferry Building.

Ms. Drennen asked about auto restrictions. Mr. Lowè said that "No Left Turn" signs would be added to ease traffic congestion along with the removal of parking.

6. **TEP** (Transit Effectiveness Policy) (Discussion/Action) Julie Kirschbaum

Ms. Kirschbaum was not available. The item will be continued.

7. **Committee Members' Questions/Information Requests:** (Discussion)

No questions.

8. **Agenda Planning for the Next Regular Meeting Tentatively Scheduled:**

Next regular meeting: January 17, 2008, at 1 South Van Ness Avenue, Conference Room 3074, at 3:30 p.m.

The committee is in favor of a special PMC meeting to discuss Central Subway Draft EIS/EIR before December 6, 2007.

9. **Adjournment:** 4:28 p.m.

*Respectfully submitted by:*  
*Debra J. Reed*  
*SFMTA CAC - Secretary*









